

2020 MANPOWER SURVEY REPORT

**PRINT MEDIA AND PUBLISHING
INDUSTRIES**

**PRINT MEDIA AND PUBLISHING
TRAINING BOARD
VOCATIONAL TRAINING COUNCIL**

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印刷媒體及出版業

職業訓練局

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1. Executive Summary

Background

1.1 The Print Media and Publishing Training Board (Training Board) conducted a manpower survey of the print media and publishing industries from July to September 2020, with the reference date on 2 July 2020. This report presents the survey findings of the latest manpower situation of the industries and proposes recommendations in response to the manpower demand and training needs to the different stakeholders of the industries, including employers, employees and training providers, by making reference to the business outlook.

Survey Coverage

1.2 The survey covered the print media and publishing industries. A total of 819 establishments were selected from 4 836 establishments of the industry (3 363 for print media and 1 473 for publishing) recorded on the central registrar of the Census and Statistics Department (C&SD) for this survey and 86 supplementary samples were also included, giving a total of 905 establishments for invitation. The selected establishments were required to provide manpower information based on the list of the principal jobs, which were defined and considered significant by the Training Board. According to the level of responsibility, complexity of jobs and the skills, knowledge and training required, the principal jobs were classified in four levels, i.e. (a) technologist/managerial, (b) technician/supervisory, (c) craftsman/technical staff, and (d) unskilled.

Methodology

Survey Methodology

1.3 A stratified random sampling method is adopted to draw 819 sampled establishments from the Hong Kong Standard Industrial Classification list of the C&SD of the HKSAR Government, and 86 establishments were also included as supplementary samples, making a total of 905 samples. The selected sample establishments completed a questionnaire which comprised two parts: (i) quantitative manpower information by job levels and by principal jobs and (ii) supplementary information related to manpower situation. The data collection and enumeration processes were closely monitored and data was verified to ensure data quality. The effective response rate was 94.9% after enumeration.

Manpower Projection Methodology

1.4 By taking into account the historical survey data, Adaptive Filtering Method (AFM) was applied for compiling the manpower projection and the additional annual manpower requirement of the Print Media and Publishing industries for 2021 – 2024. The details of methodology is shown in *Appendix 8*.

Findings

A. Overview of the Manpower Information of the Print Media and Publishing Industries

1.5 As of 2 July 2020 (i.e. the reference date of the survey), a total of 24 624 persons were employed in the print media and publishing industries, with 60.0% (14 774 persons) being employed in the print media industry and 40.0% (9 850 persons) in the publishing industry. 46.1% were employed at the craftsman/technical staff level and 37.6% at the technician/supervisory level as shown in Table 1.1.

Table 1.1 Number of Employees by Industry and Job Level (as of 2 July 2020) - Overall

Industry	No. of employees					Percentage of total no. of employees
	Technologist/ Managerial Level	Technician/ Supervisory Level	Craftsman/ Technical Staff Level	Unskilled Level	Total	
Print Media	1 623	6 316	6 134	701	14 774	60.0%
Publishing	1 671	2 953	5 226	N.A.	9 850	40.0%
Total	3 294	9 269	11 360	701	24 624	100.0%
Percentage of total no. of employees	13.4%	37.6%	46.1%	2.8%	100.0%	

1.6 There were a total of 259 vacancies in the print media and publishing industries as of 2 July 2020, with most of them being available at the craftsman/technical staff level (64.9%) and at the technician/supervisory level (31.3%) as shown in Table 1.2.

Table 1.2 Number of Vacancies by Industry and Job Level (as of 2 July 2020) - Overall

Industry	No. of vacancies					Percentage of total no. of vacancies
	Technologist/ Managerial Level	Technician/ Supervisory Level	Craftsman/ Technical Staff Level	Unskilled Level	Total	
Print Media	0	64	59	4	127	49.0%
Publishing	6	17	109	N.A.	132	51.0%
Total	6	81	168	4	259	100.0%
Percentage of total no. of vacancies	2.3%	31.3%	64.9%	1.5%	100.0%	

Note: "Vacancies" refer to those unfilled, immediately available job openings for which the establishments is actively trying to recruit personnel.

B. Print Media Industry

Number of Employees and Vacancies

1.7 Among 14 774 persons being employed in the print media industry as of 2 July 2020, 59.4% of the employees worked in the job printing branch. 42.8% were employed at the technician/supervisory level and 41.5% at the craftsman level as presented in Table 1.3.

Table 1.3 Number of Employees by Branch and Job Level (as of 2 July 2020) - Print Media

Branch	No. of employees					Percentage of total no. of employees
	Technologist/ Managerial Level	Technician/ Supervisory Level	Craftsman Level	Unskilled Level	Total	
Newspaper printing	54	155	214	48	471	3.2%
Job printing	836	2 872	4 629	439	8 776	59.4%
Printing	69	203	533	47	852	5.8%
Manufacture of containers and boxes of paper and paperboard	33	54	133	21	241	1.6%
Printing agent	471	2 375	66	10	2 922	19.8%
Printing suppliers and metal can printing firm	139	542	412	52	1 145	7.8%
Printing department of the academic institution	21	115	147	84	367	2.5%
Total	1 623	6 316	6 134	701	14 774	100.0%
Percentage of total no. of employees	11.0%	42.8%	41.5%	4.7%	100.0%	

1.8 Most of the vacancies were found in job printing branch and were concentrated on the technician/supervisory level and craftsman level as shown in Table 1.4.

Table 1.4 Number of Vacancies by Branch and Job Level (as of 2 July 2020) - Print Media

Branch	No. of vacancies (vacancy rate %)*				
	Technologist/ Managerial Level	Technician/ Supervisory Level	Craftsman Level	Unskilled Level	Total
Newspaper printing	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
Job printing	0 (0.0)	33 (1.1)	48 (1.0)	0 (0.0)	81 (0.9)
Printing	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
Manufacture of containers and boxes of paper and paperboard	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
Printing agent	0 (0.0)	31 (1.3)	0 (0.0)	0 (0.0)	31 (1.0)
Printing suppliers and metal can printing firm	0 (0.0)	0 (0.0)	11 (2.6)	4 (7.1)	15 (1.3)
Printing department of the academic institution	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
Total	0 (0.0)	64 (1.0)	59 (1.0)	4 (0.6)	127 (0.9)

Note: * Vacancy rate = No. of vacancies / No. of posts

Prominent Principal Jobs

1.9 The prominent principal jobs of print media industry are shown in Table 1.5 below.

Table 1.5 Prominent Principal Jobs - Print Media

Rank	Prominent Principal Jobs	No. (%) of employees
1st	◆ Sales Representative/Customer Service Officer/Job Controller/Marketing Staff	3 410 (23.1%)
2nd	◆ Printing Machine Craftsman (Offset Litho) (Sheet-fed)	2 038 (13.8%)
3rd	◆ Binding Craftsman	1 008 (6.8%)
4th	◆ Prepress Technician	844 (5.7%)
5th	◆ Digital Printing System Craftsman	841 (5.7%)

Employers' Forecasted Manpower Demand

1.10 The employers of print media industry being surveyed forecasted that there would be 14 894 employees in July 2021, a mere decrease (-0.05%) over 14 901 existing posts in July 2020.

Table 1.6 Employers' Forecasted Manpower Demand for 2021 - Print Media

No. of Employees (a)	No. of Vacancies (b)	Total No. of Posts (c = a + b)	Forecasted No. of Employees for 2021 (d)	Forecasted No. of Increase/Decrease in Manpower in 2021 (e = d - c)	Percentage Change
14 774	127	14 901	14 894	-7	-0.05%

Preferred Education Level

1.11 The preferred education level increased with job level. A first degree or above was preferred for employees at the technologist/managerial level while Diploma/Certificate and Secondary 4 to 7 for employees at the technician/supervisory level, and Secondary 7 or below for employees at the craftsman level as shown in Table 1.7.

Table 1.7 Preferred Education Level - Print Media

Job Level	Education Level	Percentage of employees
Technologist/Managerial	First degree or above	50.5%
	Diploma/Certificate	42.2%
Technician/Supervisory	Secondary 4 to 7	37.6%
	Craftsman	92.4%

Age of Employees

1.12 As illustrated in Table 1.8, the print media industry is facing aging workforce challenges. Over 40% of the employees were aged over 50, and the percentage was especially high for employees at the craftsman staff level (over 60%).

Table 1.8 Age Distribution of Employees by Job Level - Print Media

Job Level	Aged 30 or below	Aged 31 to 40	Aged 41 to 50	Aged 51 to 60	Aged 61 or above	Overall
Technologist/Managerial	0.4%	9.5%	37.2%	34.9%	18.0%	100.0%
Technician/Supervisory	9.3%	22.0%	42.8%	21.7%	4.1%	100.0%
Craftsman	1.6%	12.6%	22.4%	59.6%	3.9%	100.0%
Total	5.0%	16.5%	33.5%	39.3%	5.7%	100.0%

Turnover

1.13 A total of 601 employees of print media industry left resulting in a turnover rate of 4.0% was recorded in the past 12 months, where the turnover rate was the highest for employees at the craftsman level as presented in Table 1.9.

Table 1.9 Employees Leaving in the Past 12 Months by Job Level - Print Media

Job Level	No. of employees leaving	Turnover Rate*
Technologist/Managerial	56	3.5%
Technician/Supervisory	170	2.7%
Craftsman	375	6.1%
Total	601	4.0%

Note: * Turnover rate = no. of employees left / no. of posts (by job level)

Training Needs

1.14 Employees of print media industry at technologist/managerial level and technician/supervisory level required a wide spectrum of skills while the training needs for employees at craftsman level concentrated on industry specific skills. The top three training needs ranked highest by job level are shown in Table 1.10. In addition, the training need regarded as top priority by most employers is shown in Table 1.11

Table 1.10 Top Three Training Needs by Job Level - Print Media

Technologist/ Managerial Level	Technician/ Supervisory Level	Craftsman Level
Marketing management	Customer services	Printing technique
Communication skills	Computer graphics and webpage design	Pre-press technique
Putonghua	Pre-press technique	Repair and maintenance

Table 1.11 Top One Training Need by most employers by Job Level - Print Media

Technologist/ Managerial Level	Technician/ Supervisory Level	Craftsman Level
Marketing management	Pre-press technique	Printing technique

C. Publishing Industry

Number of Employees and Vacancies

1.15 Among 9 850 persons being employed in the publishing industry as of 2 July 2020, 62.3% of the employees worked in the publishing and allied industries. 53.1% were employed at the technical staff level and 30.0% at the supervisory level as presented in Table 1.12.

Table 1.12 Number of Employees by Branch and Job Level (as of 2 July 2020) - Publishing

Branch	No. of employees				Percentage of total no. of employees
	Managerial Level	Supervisory Level	Technical Staff Level	Total	
Publishing of newspapers	433	864	1 503	2 800	28.4%
Publishing and allied industries	1 041	1 732	3 359	6 132	62.3%
Wholesales of books, periodicals and newspapers	29	60	79	168	1.7%
Import and export of books, periodicals and newspapers	104	191	159	454	4.6%
Publishing department of the selected organisations	64	106	126	296	3.0%
Total	1 671	2 953	5 226	9 850	100.0%
Percentage of total no. of employees	17.0%	30.0%	53.1%	100.0%	

1.16 Most of the vacancies were found in publishing and allied industries and publishing of newspaper branch and were concentrated on the technical staff level as shown in Table 1.13.

Table 1.13 Number of Vacancies by Branch and Job Level (as of 2 July 2020) - Publishing

Branch	No. of vacancies (vacancy rate %)*			
	Managerial Level	Supervisory Level	Technical Staff Level	Total
Publishing of newspapers	0 (0.0)	13 (1.5)	28 (1.8)	41 (1.4)
Publishing and allied industries	5 (0.5)	4 (0.2)	69 (2.0)	78 (1.3)
Wholesales of books, periodicals and newspapers	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
Import and export of books, periodicals and newspapers	0 (0.0)	0 (0.0)	2 (1.2)	2 (0.4)
Publishing department of the selected organisations	1 (1.5)	0 (0.0)	10 (7.4)	11 (3.6)
Total	6 (0.4)	17 (0.6)	109 (2.0)	132 (1.3)

Note: * Vacancy rate = No. of vacancies / No. of posts

Prominent Principal Jobs

1.17 The prominent principal jobs of publishing industry are shown in Table 1.14 below.

Table 1.14 Prominent Principal Jobs - Publishing

Rank	Prominent Principal Jobs	No. (%) of employees
1 st	◆ Editor/Assistant Editor/Art Editor/Proof Reader	2 356 (23.9%)
2 nd	◆ Sales Representative/Sales Executive	863 (8.8%)
3 rd	◆ Desktop Publishing (DTP)/E-publishing Technician	766 (7.8%)
4 th	◆ Senior Editor	756 (7.7%)
5 th	◆ Designer	531 (5.4%)

Employers' Forecasted Manpower Demand *

1.18 The employers of publishing industry being surveyed forecasted that there would be 9 972 employees in July 2021, a mere decrease (-0.1%) over 9 982 existing posts in July 2020.

Table 1.15 Employers' Forecasted Manpower Demand for 2021 - Publishing

No. of Employees (a)	No. of Vacancies (b)	Total No. of Posts (c = a + b)	Forecasted No. of Employees for 2021 (d)	Forecasted No. of Increase/Decrease in Manpower in 2021 (e = d - c)	Percentage Change
9 850	132	9 982	9 972	-10	-0.10%

*Note: * Readers are alerted to interpret the employers' forecasted manpower demand with caution due to the developing industry manpower situation as affected by the global and local economic uncertainties as well as the measures launched by the Government to support enterprises for example the Employment Support Scheme that subsidised wages from June to August and September to November 2020.*

Preferred Education Level

1.19 As shown in Table 1.16, the publishing industry has a preference of employees with higher education level compared with that of the print media industry. The majority of employees at the managerial level was preferred to have a first degree or above. About half of employees at the supervisory level were preferred to have a first degree or above and 45.0% were preferred to have sub-degree or diploma/certificate. Sub-degree or diploma/certificate was generally preferred for employees at the technical staff level.

Table 1.16 Preferred Education Level - Publishing

Job Level	Education Level	%
Managerial	First degree or above	98.4%
Supervisory	First degree or above	51.9%
	Sub-degree, diploma/certificate	45.0%
Technical Staff	Sub-degree, diploma/certificate	82.5%

Age of Employees

1.20 The employees in the publishing industry was younger as compared to that of employees in the print media industry. As illustrated in Table 1.17, most of the employees worked in the publishing industry were middle-aged of age 31 to 40 (31.8%) and 41 to 50 (41.1%).

Table 1.17 Age Distribution of Employees by Job Level - Publishing

Job Level	Aged 30 or below	Aged 31 to 40	Aged 41 to 50	Aged 51 to 60	Aged 61 or above	Overall
Managerial	2.4%	14.0%	41.4%	37.8%	4.4%	100.0%
Supervisory	8.0%	42.4%	31.6%	15.6%	2.4%	100.0%
Technical Staff	14.6%	31.6%	46.7%	6.4%	0.7%	100.0%
Total	10.4%	31.8%	41.1%	14.9%	1.9%	100.0%

Turnover

1.21 A total of 502 employees of publishing industry left resulting in a turnover rate of 5.0% was recorded in the past 12 months, where the turnover rate was comparatively higher for employees at the technical staff level and supervisory level as presented in Table 1.18.

Table 1.18 Employees Leaving in the Past 12 Months by Job Level - Publishing

Job Level	No. of employees leaving	Turnover Rate*
Managerial	45	2.7%
Supervisory	159	5.4%
Technical Staff	298	5.6%
Total	502	5.0%

Note: * Turnover rate = no. of employees left / no. of posts (by job level)

Training Needs

1.22 The training needs for employees of publishing industry at managerial level concentrated on management skills while and employees at supervisory level and technical staff level tended to require industry specific skills and soft skills. The top three training needs ranked highest by job level are shown in Table 1.19. In addition, the training need regarded as top priority by most of the employers is shown in Table 1.20.

Table 1.19 Top Three Training Needs by Job Level - Publishing

Managerial Level	Supervisory Level	Technical Staff Level
Human resources management	Teamwork	Editing
Marketing management	Editing	Communication skills
Customer Services	Customer Services	Teamwork

Table 1.20 Top One Training Need by Most Employers by Job Level - Publishing

Managerial Level	Supervisory Level	Technical Staff Level
Human resources management	Editing	Editing

Manpower Analysis

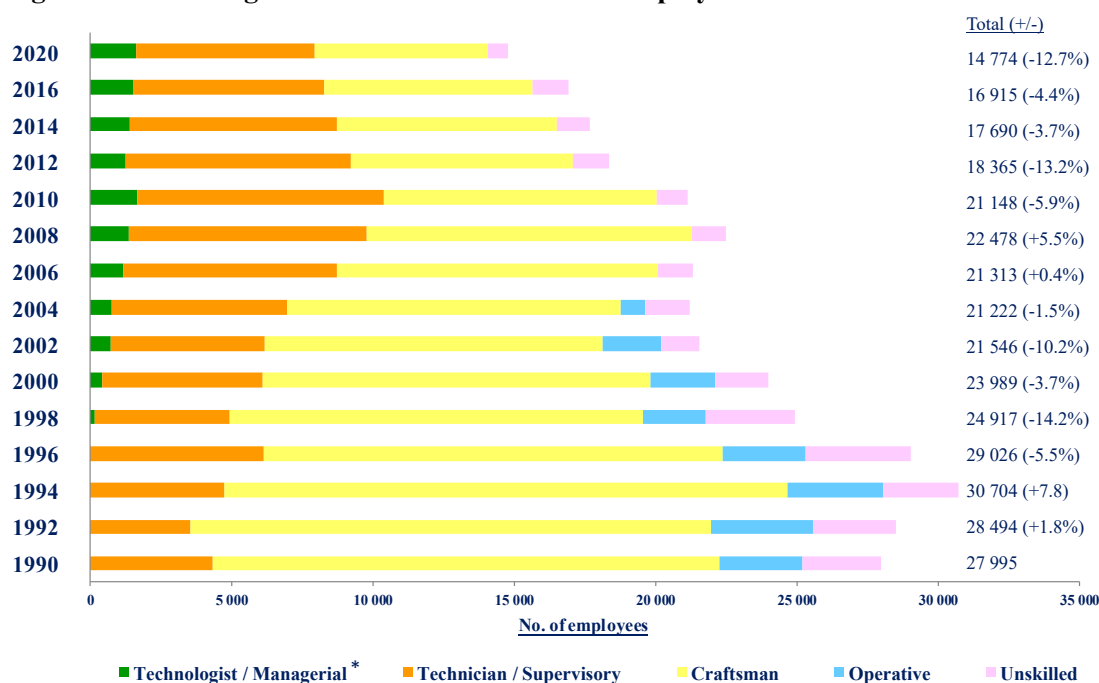
A. Print Media Industry

Manpower Changes between 2016 and 2020

1.23 The overall manpower of the print media industry exhibited a decrease from 16 915 in 2016 to 14 774 in 2020 (-12.7%) as shown in Figure 1.1. The decrease in manpower was generally recorded across most branches, particularly for job printing. Key trends of the changes between 2016 and 2020 include:

- A 10.8% decrease in the number of establishments, most were in the job printing companies and printing agent.
- A 1.1% to 31.3% manpower drop was recorded in various branches except the printing agent which mildly increased by 1.1%.
- A 33.0% decrease in printing machine craftsman (offset litho) (sheet-fed) which accounted for 80.6% of the decline in the craftsman level.
- A 16.2% increase was recorded in digital printing system craftsman.

Figure 1.1 Change in Number of Print Media Employees from 1990 to 2020



Note: * The survey of technologist/ managerial level was first started in 1998 and was widened to cover more principal job at the technologist/ managerial level in the subsequent surveys. The principal job at the operative level were deleted in the 2006 survey.

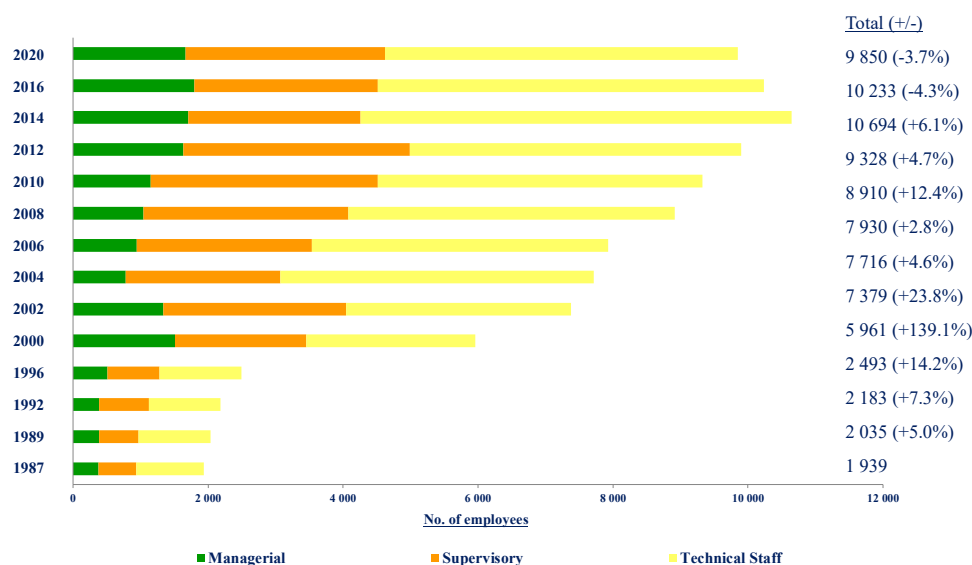
Publishing Industry

Manpower Changes between 2016 and 2020

1.24 The overall manpower of the publishing industry indicated a drop from 10 233 in 2016 to 9 850 in 2020 (-3.7%) as shown in Figure 1.2. The drop in manpower was generally recorded across different branches, particularly for import/export of books, periodicals and newspapers. Key trends of the changes between 2016 and 2020 include:

- (a) A 6.7% decrease in the number of establishments, most were in the branch of publishing and allied industries.
- (b) A 2.7% to 18.6% manpower drop was recorded in various branches, particularly for import/export of books, periodicals and newspaper which decreased by 18.6%.
- (c) A 7.9% increase in desktop publishing (DTP)/e-publishing technician which might be due to the rising trend of electronic publishing.

Figure 1.2 Change in Number of Publishing Employees from 1987 to 2020



- 1.25 The manpower changes in the industries reflected:
- (a) The outbreak of COVID-19 has caused global and local economic crisis including the decline of economic activity and business contraction, which imposed negative impact on the industry manpower situation;
 - (b) Consolidation took place in both print media and publishing industries;
 - (c) There was an ongoing transformation from traditional printing to digital printing; and;
 - (d) The publishing industry developed further on products involving electronic publishing.

Business Outlook

1.26 The COVID-19 pandemic caused macroeconomic downturn and weakened domestic demand which impacted the print media and publishing industries negatively. While both industries are challenged by the rise of digital media, the print media industry remains steady in provision of necessities like package products. Innovative products, flexible and agile print solution was especially demanded and fulfilled by digital printing as online consumption became widely accepted under the new dynamic. Migration to Industry 4.0 would be the next directive for large manufacturers to utilize Internet of Things (IoT) and smart data to optimise production. The industry would require a strong team of print technologists and digital talents to formulate the plan for digital transformation.

1.27 Publishing events and activities were affected during the pandemic yet catalysed readers to buy books and learn online. The industry would require manpower with skills and knowledge in e-commerce and digital marketing to keep up with the public's tech-driven life. Children's book market would continue to expand as parents nurture future readers. The publishing industry develops further on electronic publishing and learning materials with multimedia features like AR and VR to enhance reading experiences. In long term, Artificial Intelligence (AI) technology would be adopted in e-learning materials to customise learning experience and improve students' learning effectiveness.

Manpower Projection and Annual Training Requirement

1.28 By making reference to the historical manpower information of the industries, the manpower trend for 2021 - 2024 is shown in Table 1.21 and Table 1.22.

Table 1.21 Manpower Trend in 2021 – 2024 (No. of posts) - Print Media

Job Level	2021	2022	2023	2024
Technologist/ Managerial	1 637 (0.9%)	1 648 (0.7%)	1 657 (0.5%)	1 664 (0.4%)
Technician/ Supervisory	6 295 (-1.3%)	6 223 (-1.1%)	6 163 (-1.0%)	6 113 (-0.8%)
Craftsman	5 933 (-4.2%)	5 708 (-3.8%)	5 513 (-3.4%)	5 342 (-3.1%)

Note: Number of posts include number of employees and vacancies. Percentage in brackets refers to the annual change of manpower over the preceding year.

Table 1.22 Manpower Trend in 2021 – 2024 (No. of posts) - Publishing

Job Level	2021	2022	2023	2024
Managerial	1 653 (-1.4%)	1 632 (-1.3%)	1 614 (-1.1%)	1 599 (-0.9%)
Supervisory	3 016 (1.5%)	3 058 (1.4%)	3 095 (1.2%)	3 128 (1.1%)
Technical Staff	5 256 (-1.5%)	5 190 (-1.3%)	5 137 (-1.0%)	5 096 (-0.8%)

Note: Number of posts include number of employees and vacancies. Percentage in brackets refers to the annual change of manpower over the preceding year.

1.29 Taking into consideration the external factors, economic trends, technological development, the workforce pattern and the future outlook of the industries, the estimated annual additional manpower requirement is shown in Table 1.23 and Table 1.24.

Table 1.23 Estimated Annual Additional Manpower Requirement - Print Media

Job level	Annual Additional No. of posts
Technologist/ Managerial	59
Technician/Supervisory	187
Craftsman	173

Table 1.24 Estimated Annual Additional Manpower Requirement - Publishing

Job level	Annual Additional No. of posts
Managerial	49
Supervisory	131
Technical Staff	156

1.30 Based on the information provided by the local tertiary and vocational institutes in Appendix 15, the estimated demand ¹ and supply for print media and publication design manpower by the print media and publishing industries for 2021 and 2022 are shown in Table 1.25 below. The results reflect that all three job levels are in demand of significant manpower supply in the coming years.

Table 1.25 Estimated Manpower Demand and Supply for 2021 and 2022

Job Level	2021		2022	
	Estimated Demand *	Estimated Supply	Estimated Demand *	Estimated Supply
Technologist/Managerial	63	28	63	28
Technician/Supervisory	228	13	228	13
Craftsman/Technical Staff	215	106	215	103

¹ The estimated demand includes that of (a) the print media industry and (b) the following jobs in the publishing industry that requires skillsets of print media or publication design: (i) Design Director / Art Director / Design Manager; (ii) Production Director / Production Manager; (iii) Designer; (iv) Production Supervisor; (v) Supervisor (E-publishing); (vi) Assistant Designer; (vii) Desktop Publishing (DTP) / E-publishing Technician; and (viii) Production Assistant.

Recommendations

1.31 The key recommendations to stakeholders concerning the manpower and training needs are highlighted below:

Print Media and Publishing Industries

- a. To re-brand the image of the print media industry targeting young people and relevant stakeholders, highlighting outstanding products, technologies adopted and opportunities associated with the industry.
- b. To keep the industry up to date with the use of technology and relevant skills that are in demand, especially in Industry 4.0, digital printing, package design, international standards, e-publishing, AR and multimedia, online retailing, e-commerce and digital marketing.
- c. To promote lifelong learning and upgrade of skills in response to the industry requirement.

Employers

- d. To strengthen organisational capability by equipping employees with knowledge and skills especially in Industry 4.0 as well as in areas of innovative products such as specially designed package, printed books or materials associated with digital features, digital printing, digital content management etc.
- e. To adopt flexible employment strategy for positions that are difficult to hire or retain, especially in the print media industry.
- f. To stay current with the market remuneration, enhance job satisfaction and increase autonomy for retaining outstanding employees.
- g. To provide in-house training to develop multiple skills of employees to enable flexible manpower deployment in order to maintain agility.
- h. To participate in the apprenticeship schemes such as Earn and Learn Scheme and support workplace learning and assessment in order to nurture well-trained manpower for the industries.

Employees

- i. To pro-actively identify with employers on the training and development areas for upskilling or reskilling.
- j. To keep an eye on the latest technology applications associated with Industry 4.0, digital printing, e-learning and e-publishing.

Training Providers

- k. To collaborate with employers to facilitate students' learning in an authentic training environment such as workplace learning and assessment.
- l. To emphasise teamwork, design thinking, entrepreneurship and innovation in pre-employment and in-service training.
- m. To include areas with most training needs such as marketing management, the latest pre-press and printing technique, in relevant programmes.
- n. To offer online training programmes of short duration for in-service practitioners to upskill regardless of time and location.

Government

- o. To offer subsidy support in practitioners' training and skills upgrading in relation to the latest technology used in the industry.
- p. To promote the importance of vocational and professional education and training and its pathways to secondary school students, parents and teachers.

2 Introduction

Background

2.1 The Print Media and Publishing Training Board (Training Board) of the Vocational Training Council (VTC) is appointed by the HKSAR Government to analyse the manpower situation and training needs of the print media and publishing industries. The Training Board comprises members nominated by major trade associations, trade unions, professional bodies, educational and training institutions and government departments. The Working Party on Manpower Survey is formed with the Chairman and selected members of the Training Board. The membership and terms of reference are listed in *Appendices 1, 2 and 3*.

2.2 Starting from 2020, the manpower survey of print media and publishing industries is conducted every four years, followed by two periodic manpower updates in the succeeding years through focus group and desk research to better reflect the changing trends of the technical manpower situation. The employees and manpower in the report refer to those who are expected to apply the industrial knowledge and technical skills required in the work assigned.

2.3 Manpower data with respect to survey reference date of 2 July 2020 was collected from July to September 2020. This report presents the survey findings and analysis of the latest manpower situation of the print media and publishing industries and proposes recommendations on the manpower development to the different stakeholders of the industries, including employers, employees and training providers.

Objectives

2.4 The objectives of the manpower survey conducted for the print media and publishing industries are:

- (a) To collect up-to-date manpower information by the principal jobs by level by branch in the industries.
- (b) To assess the industries' technical manpower situation.
- (c) To forecast training requirements in the near future.
- (d) To recommend to the VTC and relevant stakeholders the development of training strategies to meet the needs.

Survey Coverage

2.5 The survey adopts the stratified random sampling method for selecting companies to participate in the survey. A total of 819 establishments were selected from the 4 836 establishments of the industry recorded on the central registrar of the Census and Statistics Department (C&SD) for this survey. An additional 86 supplementary samples were included. Of the total 905 sampled establishments, 645 were from the print media industry and 260 from the publishing industry. The branches of the print media and publishing industries covered in the survey are shown as follows:

- (a) Print Media Industry
 - (i) Newspaper printing
 - (ii) Job printing
 - (iii) Printing (mainly bookbinding; ornamentation of cards; photo-engraving; typesetting; and label embossing etc.)
 - (iv) Manufacture of containers and boxes of paper and paperboard (for activities related to printing only)
 - (v) Printing agent
 - (vi) Printing suppliers and metal can printing firms
 - (vii) Printing department of the academic institutions

- (b) Publishing Industry
 - (i) Publishing of newspapers
 - (ii) Publishing and allied industries
 - (iii) Wholesales of books, periodicals and newspapers
 - (iv) Import/export of books, periodicals and newspapers
 - (v) Publishing department of the selected organisations

3 Methodology

Sample Design

3.1 Based on the Hong Kong Standard Industrial Classification list from the Census and Statistics Department of the HKSAR Government, there were 4,836 establishments of the print media and publishing industries (3 363 for print media and 1 473 for publishing). By adopting the stratified random sampling method and the inclusion of 86 supplementary samples recommended by the Training Board, there were 645 sampled establishments selected from the print media industry and 260 from the publishing industry. A total of 905 establishments were selected for the survey. The detailed sampling plan is at *Appendix 10*.

Questionnaire Design

3.2 The questionnaire designed for the survey comprised two parts. Part I collected quantitative manpower information by job levels and by principal jobs while Part II collected supplementary information related to manpower situation. The list of principal jobs was defined by the Training Board with detailed job descriptions given for each job classified under the four job levels as follows:

- (a) Technologist/managerial level
- (b) Technician/supervisory level
- (c) Craftsman/technical staff
- (d) Unskilled level

3.3 While job titles adopted in the establishments might vary with the descriptions of the principal jobs, respondents were required to provide manpower information corresponding to the job descriptions and the skill levels of the principal jobs. The definition of terms and the survey documents including a sample questionnaire, explanatory notes and job descriptions for the principal jobs are given in *Appendices 4 and 5*.

Data Collection

3.4 Data collection was carried out between July and September 2020. A pack of survey documents was given to each sampled establishment. The respondents of the establishments were asked to provide manpower information of their establishment at the time of the survey with respect to the reference date of 2 July 2020. During the fieldwork period, enumerators assisted the respondents to complete the questionnaire through email, phone calls or on-site visits.

3.5 Various measures were taken to assure the quality of the data collection process. These included prior fieldwork preparation, thorough training of fieldwork staff, monitoring of the fieldwork execution, measures to increase the response rate, checking of the completed questionnaires, double data entry and validation of the collected data. The details of quality control measures are shown in *Appendix 6*.

Data Analysis

3.6 Among the 701 valid sampled establishments, 665 were successfully enumerated, giving an effective response rate of 94.9%². Taking into account (a) the satisfactory response rate of individual branches, (b) the satisfactory response rate from a majority of prominent and sizeable establishments, and (c) the grossing-up of sample results based on the statistically-grounded method, it could be concluded that the survey findings presented in this report contributed to a significant level of representativeness of the sector. The response rate achieved for individual sector was also adequate to produce meaningful breakdown by sector. The response profile is shown in *Appendix 7*.

Manpower Projection Methodology

3.7 By taking into account the historical survey data, Adaptive Filtering Method (AFM) was applied for compiling the manpower projection and the additional annual manpower requirement of the Print Media and Publishing industries for 2021 – 2024. The details of methodology is shown in *Appendix 8*.

² *Sampled establishments with suspended operation, change of industry, nil reply to the survey were considered as invalid.*

4 Survey Findings

A. Overview of the Print Media and Publishing Industries

4.1 As of 2 July 2020, a total of 24 624 persons were employed in the print media and publishing industries, with 60.0% (14 774 persons) being employed in the print media industry and 40.0% (9 850 persons) in the publishing industry. 46.1% were employed at the craftsman/technical staff level and 37.6% at the technician/supervisory level as shown in Figures 4.1a and 4.1b.

Figure 4.1a Employees by Industry

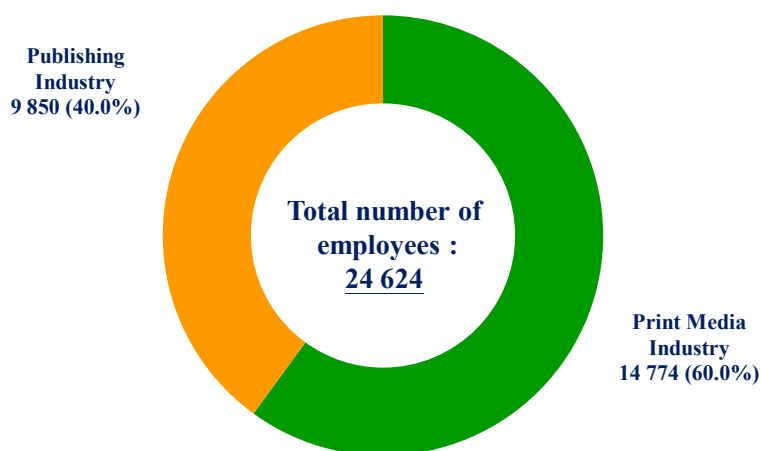
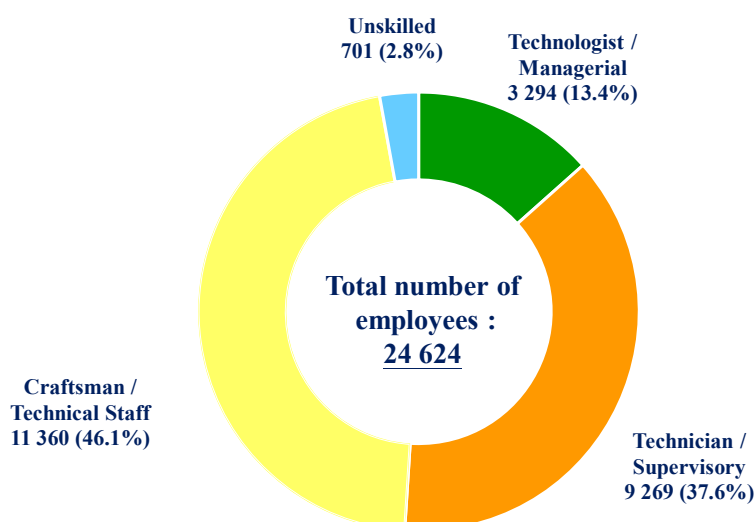


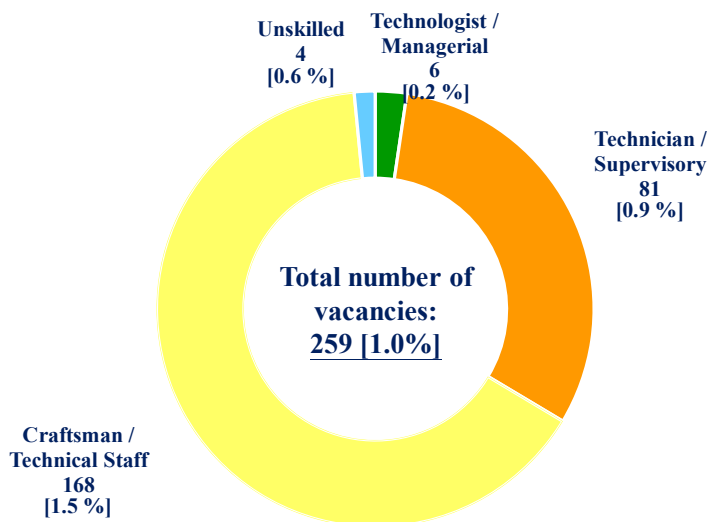
Figure 4.1b Employees by Job Level



Note: The sum of percentages may not equal to 100% due to rounding.

4.2 There were a total of 259 vacancies in the print media and publishing industries as of 2 July 2020, with most of them present at the craftsman/technical staff level and technician/supervisory level as shown in Figure 4.2.

Figure 4.2 Vacancies by Job Level



Note:
 Figures in [] brackets indicate the **Vacancy rate** (for particular job level) = $\frac{\text{No. of full-time vacancies}}{\text{No. of full-time employees} + \text{No. of full-time vacancies}}$

B. Print Media Industry

Number of Employees

4.3 Among 14 774 persons being employed in the print media industry as of 2 July 2020, 59.4% of the employees worked in the job printing branch (Figure 4.3a). 42.8% were employed at the technician/supervisory level and 41.5% at the craftsman level (Figures 4.3b).

Figure 4.3a Print Media - Employees by Branch

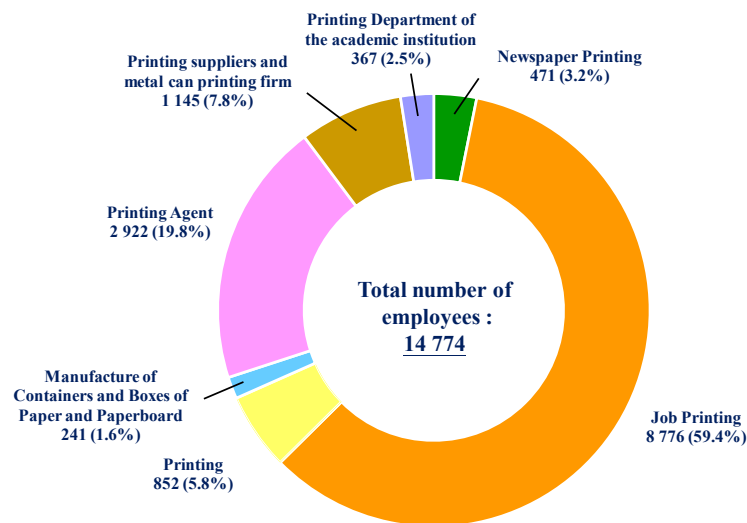
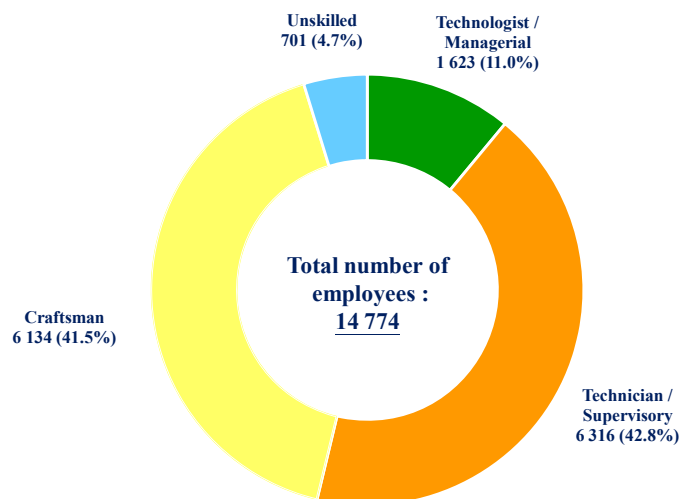


Figure 4.3b Print Media - Employees by Job Level



Note: The sum of percentages may not equal to 100% due to rounding.

Prominent Principal Jobs

4.4 The prominent principal jobs of the print media industry, which accounted for 55.1% of the total number of employees, are shown in Table 4.1 below.

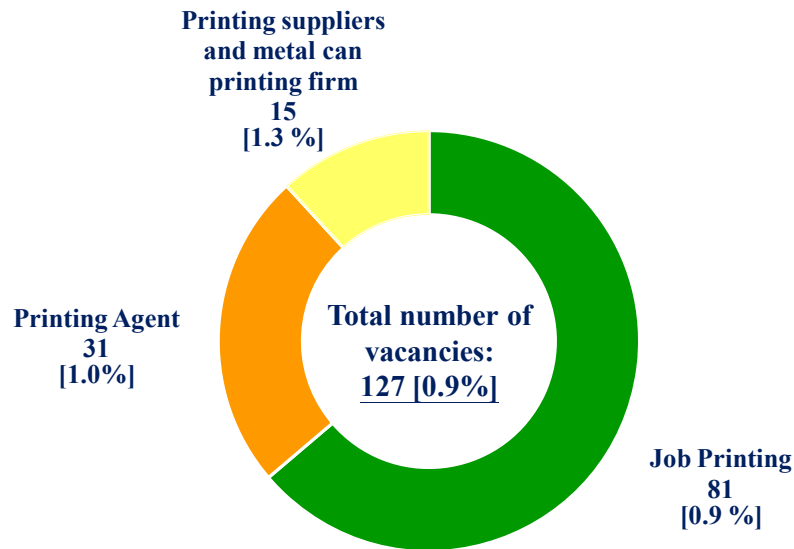
Table 4.1 Prominent Principal Jobs - Print Media

Rank	Prominent Principal Jobs	No. (%) of Employees
1st	◆ Sales Representative/Customer Service Officer/Job Controller/Marketing Staff	3 410 (23.1%)
2nd	◆ Printing Machine Craftsman (Offset Litho) (Sheet-fed)	2 038 (13.8%)
3rd	◆ Binding Craftsman	1 008 (6.8%)
4th	◆ Prepress Technician	844 (5.7%)
5th	◆ Digital Printing System Craftsman	841 (5.7%)

Number of Vacancies

4.5 At the time of survey, there was a total 127 vacancies in the print media industry, representing a vacancy rate of 0.9% of the total number of employees and vacancies. Most of the vacancies were found in job printing branch (81) and were concentrated on the technician/supervisory level (64) and craftsman level (59) as shown in Figures 4.4a and 4.4b.

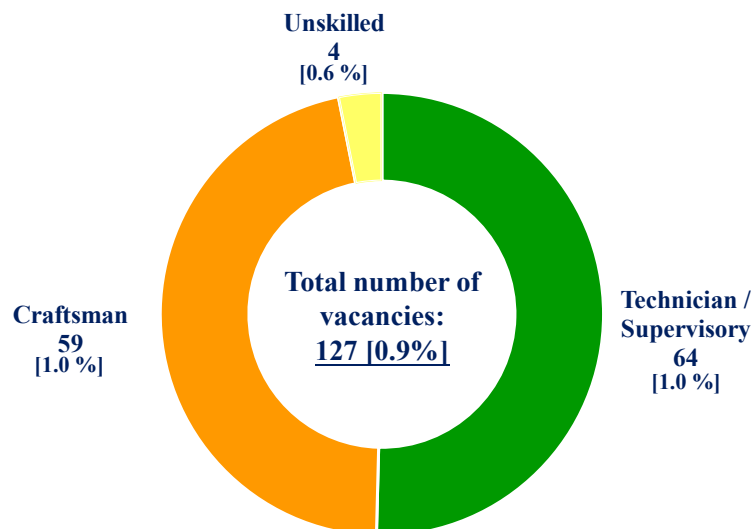
Figure 4.4a Print Media - Vacancies by Branch



Figures in [] brackets indicate the **Vacancy rate** (for particular branch) = $\frac{\text{No. of vacancies}}{\text{No. of post}}$

Note: "Vacancies" refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel.

Figure 4.4b Print Media - Vacancies by Job Level



Figures in [] brackets indicate the **Vacancy rate** (for particular job level) = $\frac{\text{No. of vacancies}}{\text{No. of post}}$

Note: "Vacancies" refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel.

Prominent Vacancies

4.6 The prominent vacancies of the print media industry, which accounted for 77.1% of the total number of employees and vacancies, are shown in Table 4.2 below.

Table 4.2 Prominent Vacancies - Print Media

Rank	Prominent Principal Jobs	No. (%) of Vacancies
1st	◆ Printing Machine Craftsman (Offset Litho) (Sheet-fed)	45 (35.4%)
2nd	◆ Sales Representative/Customer Service Officer/Job Controller/Marketing Staff	33 (26.0%)
3rd	◆ Prepress Technician	20 (15.7%)

Number of Trainees/Apprentices Planned for Recruitment

4.7 Only five trainees/apprentices at the technician/supervisory level were planned for recruitment by the companies in the job printing branch for the coming year.

Employers' Forecasted Manpower Demand

4.8 The employers' forecasted manpower demand of the print media industry reflected a marginal decrease (-0.05%) for 2021 from 14 901 existing posts in July 2020 to 14 894 in July 2021.

Table 4.3 Employers' Forecasted Manpower Demand for 2021 - Print Media

No. of Employees (a)	No. of Vacancies (b)	Total No. of Posts (c = a + b)	Forecasted No. of Employees for 2021 (d)	Forecasted No. of Increase/Decrease in Manpower in 2021 (e = d - c)	Percentage Change
14 774	127	14 901	14 894	-7	-0.05%

Average Monthly Income

4.9 The average monthly income in the print media industry centralised to the range of \$10,001-\$20,000 which covered the income range of majority of employees at craftsman level. The average monthly income of the technician/supervisory level centralised at \$15,001-\$30,000 while that for the technologist/managerial level centralised at \$20,001-\$45,000. The distribution is shown in Table 4.4.

Table 4.4 Average Monthly Income by Job Level - Print Media

Job Level	Average Monthly Income						
	\$10,000 or below	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	Over \$60,000
Technologist/Managerial	*	0.1%	8.3%	44.1%	39.4%	5.2%	2.7%
Technician/Supervisory	*	19.1%	40.2%	36.0%	4.5%	0.2%	*
Craftsman	0.4%	55.2%	42.3%	2.1%	*	*	*
Unskilled	45.3%	53.2%	1.5%	*	*	*	*
Total	2.3%	33.7%	35.8%	21.1%	6.2%	0.6%	0.3%

Note: * Less than 0.05%

Preferred Education Level

4.10 The preferred education level for employees of the print media industry increased with job level. A first degree or above was preferred for employees at the technologist/managerial level while Diploma/Certificate and Secondary 4 to 7 for employees at the technician/supervisory level. Secondary 7 or below for employees at the craftsman level. The distribution is shown in Table 4.5.

Table 4.5 Preferred Education Level by Job Level - Print Media

Job Level	Preferred Education Level					
	Postgraduate Degree	First Degree	Sub-degree (e.g. Higher Diploma)	Diploma/Certificate	Secondary 4 to 7	Secondary 3 or below
Technologist/Managerial	1.6%	48.9%	8.0%	19.2%	22.4%	*
Technician/Supervisory	*	7.1%	13.2%	42.2%	37.6%	*
Craftsman	*	*	*	7.5%	53.2%	39.3%
Total	0.2%	8.9%	6.9%	24.6%	42.5%	16.9%

Note: * Less than 0.05%

Preferred Mode of Training and Period of Training

Mode of Training

4.11 Print media employers generally preferred on-the-job training for employees of all levels. The distribution is shown in Table 4.6.

Table 4.6 Preferred Mode of Training by Job Level - Print Media

Job Level	Preferred Mode of Training		
	On-the-job training	Apprenticeship	Others
Technologist/Managerial	98.8%	1.0%	0.2%
Technician/Supervisory	99.9%	0.1%	*
Craftsman	96.0%	4.0%	*
Total	98.1%	1.9%	*

Note: * Less than 0.05%

Period of Training

4.12 The preferred period of training for employees of print media industry increased with the job level. The preferred period of training was mainly 3 years or above for employees at technologist/managerial level, 1 to 3 years for employees at technician/supervisory level, and 6 months to 1 year for employees at craftsman level. The distribution is shown in Table 4.7.

Table 4.7 Preferred Period of Training by Job Level - Print Media

Job Level	Preferred Period of Training					
	4 years or above	3 years to less than 4 years	2 years to less than 3 years	1 year to less than 2 years	6 months to less than 1 year	Below 6 months
Technologist/Managerial	46.2%	14.2%	38.4%	1.2%	*	*
Technician/Supervisory	13.8%	17.9%	22.6%	45.5%	*	0.1%
Craftsman	5.8%	2.5%	8.2%	19.6%	63.8%	*
Total	14.1%	10.9%	18.2%	29.2%	27.5%	0.1%

Note: * Less than 0.05%

Employees Left and Recruited in the Past 12 Months

Employees Left

4.13 Among the three job levels of the employees of the print media industry, those at craftsman level recorded both the highest number of employees (375) left in the past 12 months and the highest turnover rate (6.1%) in 2020. As shown in Table 4.8, the entire industry recorded an overall turnover rate of 4.0%.

Table 4.8 Employees Left in the Past 12 Months and Turnover Rate by Job Level - Print Media

Job Level	Number of Employees Left	Turnover Rate*
Technologist/Managerial	56	3.5%
Technician/Supervisory	170	2.7%
Craftsman	375	6.1%
Total	601	4.0%

Note: * Turnover rate = no. of employees left in the past 12 months / (no. of employees + no. of vacancies)

Staff Recruited

4.14 Of the 359 new employees of print media industry recruited in the past 12 months, most of the new recruits were found in craftsman level (201). Table 4.9 showed that the companies preferred recruiting staff with industry experience for all three levels.

Table 4.9 Staff Recruited in the Past 12 Months by Job Level - Print Media

Job Level	New Recruits with Relevant Industry Experience (a)	New Recruits without Relevant Industry Experience (b)	Total Number of New Recruits (a) + (b)
Technologist/Managerial	24 (63.2%)	14 (36.8%)	38 [2.3%]
Technician/Supervisory	80 (66.7%)	40 (33.3%)	120 [1.9%]
Craftsman	130 (64.7%)	71 (35.3%)	201 [3.2%]
Total	234 (65.2%)	125 (34.8%)	359 [2.4%]

Note:

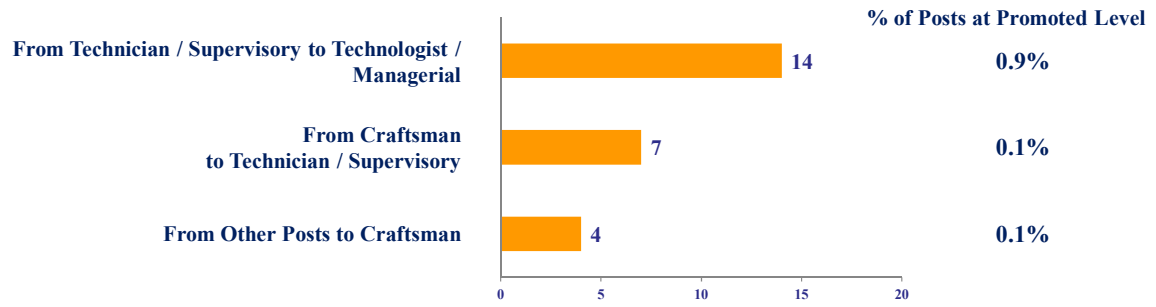
() As a percentage of total number of new recruits by job level

[] As a percentage of total number of posts by job level

Internal Promotion

4.15 In the past 12 months, a total of 25 employees of the print media industry were promoted to higher level in their own companies.

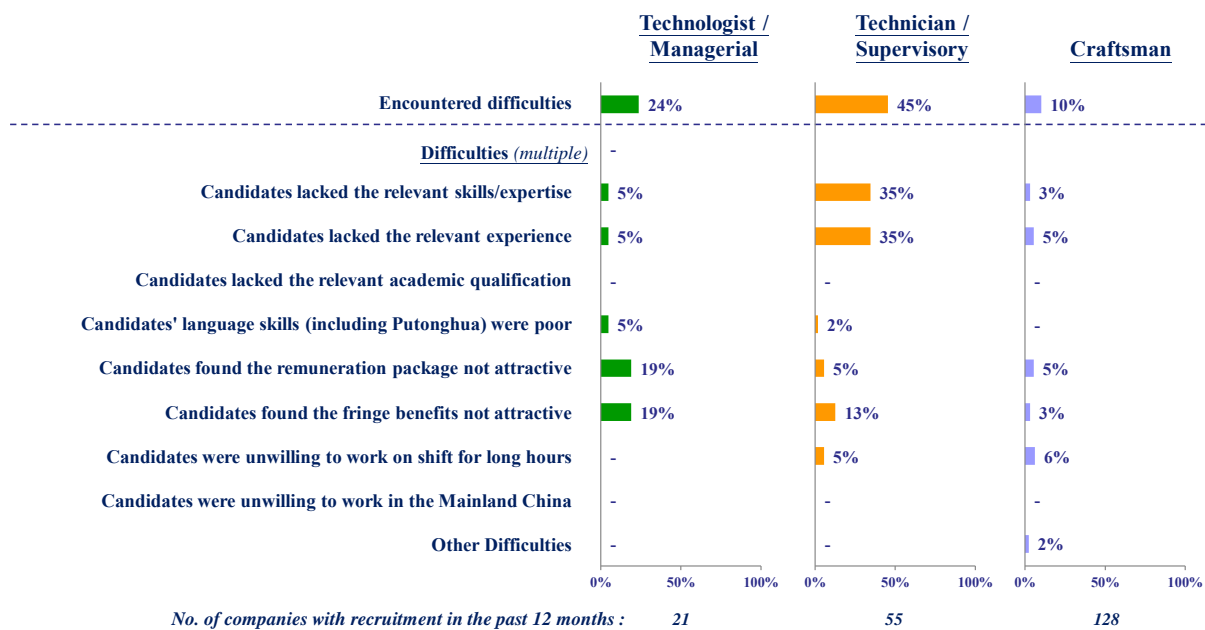
Figure 4.5 Internal Promotion of Employees in the Past 12 Months - Print Media



Recruitment Difficulties

4.16 A small number of companies of the print media industry had engaged in recruitment exercise in the past 12 months. Among those companies engaged in recruitment exercise, 45% reported that they had encountered difficulties in recruiting employees at technician/supervisory level. The difficulties faced were mainly “candidates lacked the relevant skills/expertise” and “candidates lacked the relevant experience”. Relatively fewer companies reported that they had encountered difficulties in recruiting employees at technologist/managerial level (24%) and craftsman level (10%). Details are shown in Figure 4.6.

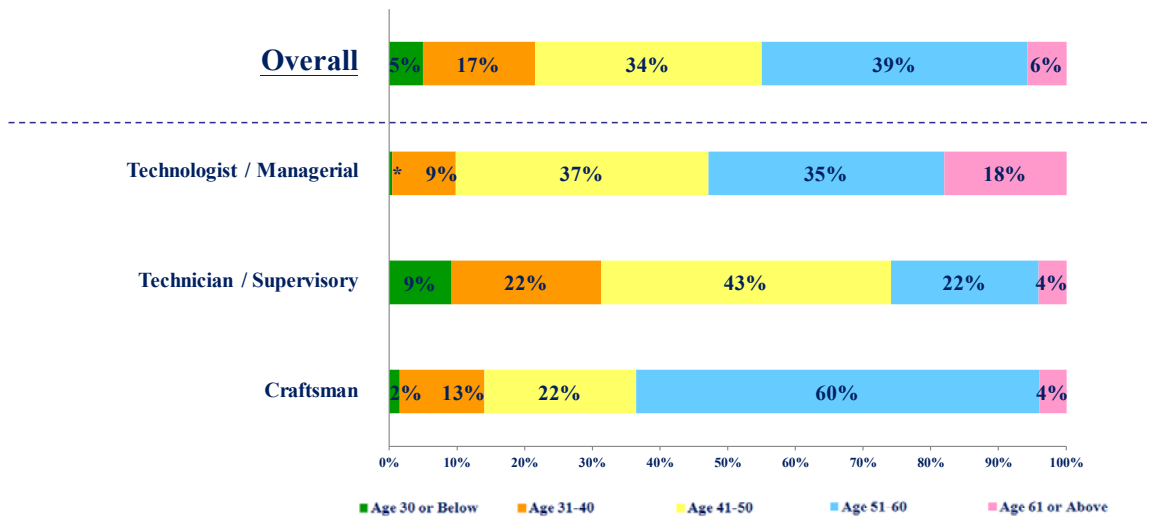
Figure 4.6 Difficulties Encountered in Recruitment in the Past 12 Months



Age of Employees

4.17 The print media industry is facing aging workforce challenges. Over 40% of the employees were aged over 50, and the percentage was especially high for employees at the craftsman staff level (over 60%). The age distribution of employees is given in Figure 4.7.

Figure 4.7 Age Distribution of Employees by Job Level - Print Media



Note: * Less than 0.05%

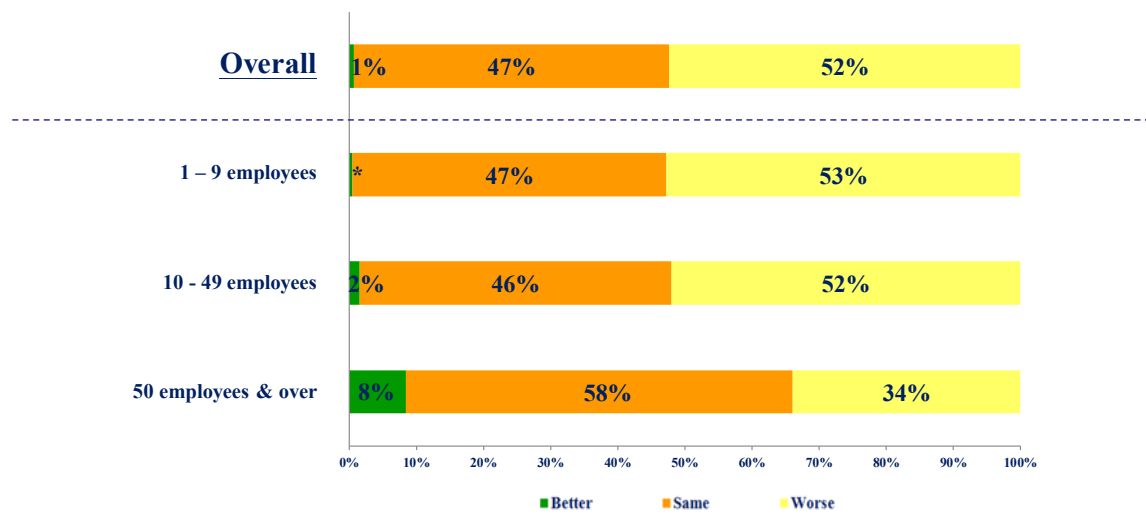
The sum of percentages may not equal to 100% due to rounding.

Employers' Views on Business Situation and Business for Digital Printing

Business Situation

4.18 For print media companies with 50 employees or more, about 60% expected the business situation to remain the same and one-third to be worse for the coming year. For companies with 49 employees or less, about half expected the business to become worse and 47% to remain the same for the coming year. Details are shown in Figure 4.8.

Figure 4.8 Views on Business Situation for the Coming Year by Size of Establishments - Print Media



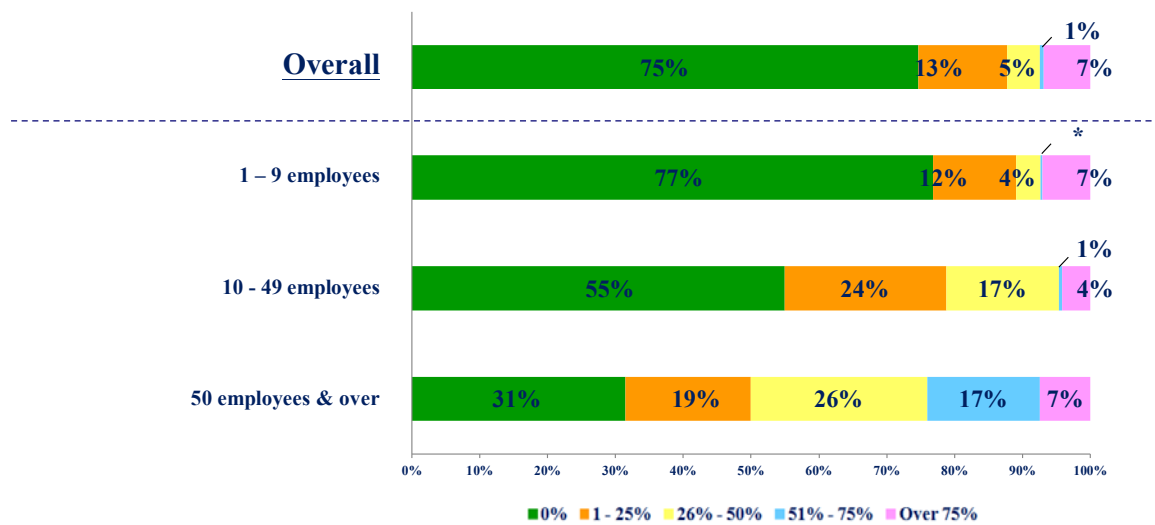
Note: * Less than 0.05%

The sum of percentages may not equal to 100% due to rounding.

Digital Printing

4.19 For print media industry, the larger the employment size of the companies, the higher percentage of business engaged in digital printing was expected for the coming year. 23% of business in digital printing was expected in the coming year for companies with 1 to 9 employees, increased to 45% for companies with 10 to 49 employees and 69% for companies with 50 employees or more. The percentage of business in digital printing for the coming year is presented in Figure 4.9.

Figure 4.9 Percentage of Business in Digital Printing for the Coming Year by Size of Establishments - Print Media



Note: * Less than 0.05%

The sum of percentages may not equal to 100% due to rounding.

Training Needs

4.20 Employees of print media industry at technologist/managerial level and technician/supervisory level required a wide spectrum of skills while the training needs for employees at craftsman level concentrated on industry specific skills. The top three training needs ranked highest by job level are shown in Table 4.10. The training need regarded as top priority by most of the employers by job level are shown in Table 4.11.

Table 4.10 Top Three Training Needs by Job Level - Print Media

Technologist/ Managerial Level	Technician/ Supervisory Level	Craftsman Level
Marketing management	Customer services	Printing technique
Communication skills	Computer graphics and webpage design	Pre-press technique
Putonghua	Pre-press technique	Repair and maintenance

Table 4.11 Top One Training Need by Job Level – Print Media

Technologist/ Managerial Level	Technician/ Supervisory Level	Craftsman Level
Marketing management	Pre-press technique	Printing technique

Statistical Tables

4.21 The detailed manpower statistics of the print media industry are tabulated in *Appendix 9*.

C. Publishing Industry

Number of Employees

4.22 Among 9 850 persons being employed in the publishing industry as of 2 July 2020, 62.3% of the employees worked in the publishing and allied industries. 53.1% were employed at the technical staff level and 30.0% at the supervisory level as presented in Figures 4.10a and 4.10b.

Figure 4.10a Publishing Employees by Branch

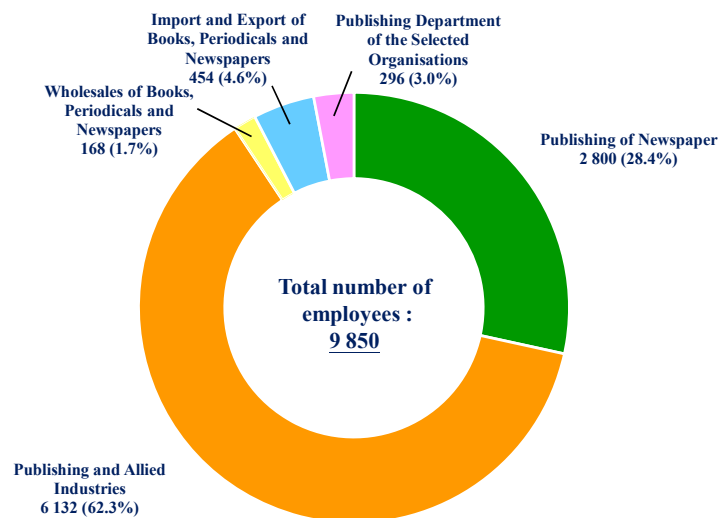
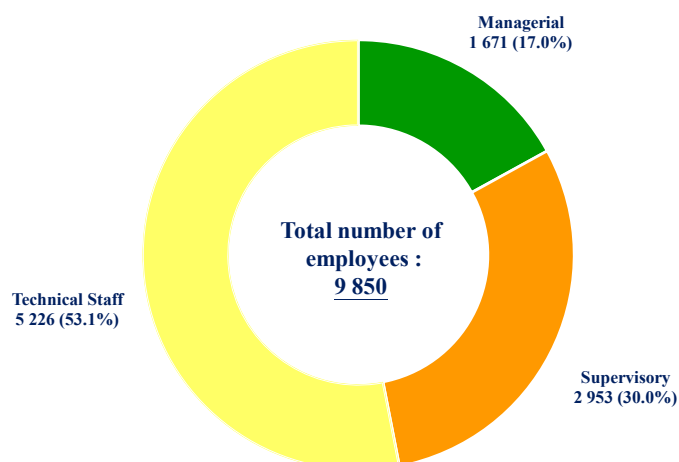


Figure 4.10b Publishing Employees by Job Level



Note: The sum of percentages may not equal to 100% due to rounding.

Prominent Principal Jobs

4.23 The prominent principal jobs of the publishing industry, which accounted for 53.5% of the total number of employees, are shown in Table 4.12 below.

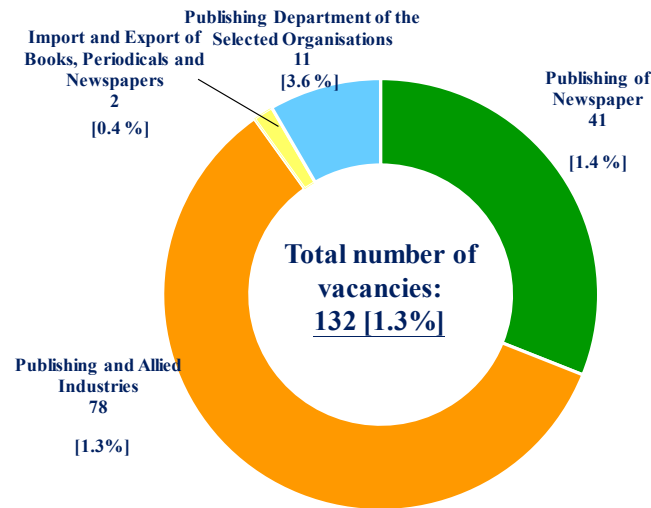
Table 4.12 Prominent Principal Jobs - Publishing

Rank	Prominent Principal Jobs	No. of Employees (% of employees)
1 st	◆ Editor/Assistant Editor/Art Editor/Proof Reader	2 356 (23.9%)
2 nd	◆ Sales Representative/Sales Executive	863 (8.8%)
3 rd	◆ Desktop Publishing (DTP)/E-publishing Technician	766 (7.8%)
4 th	◆ Senior Editor	756 (7.7%)
5 th	◆ Designer	531 (5.4%)

Number of Vacancies

4.24 At the time of survey, there was a total 132 vacancies for the publishing industry, representing a vacancy rate of 1.3% of the total number of employees and vacancies. Most of the vacancies were found in publishing and allied industries (78) and were concentrated on the technical staff level (109) as shown in Figures 4.11a and 4.11b.

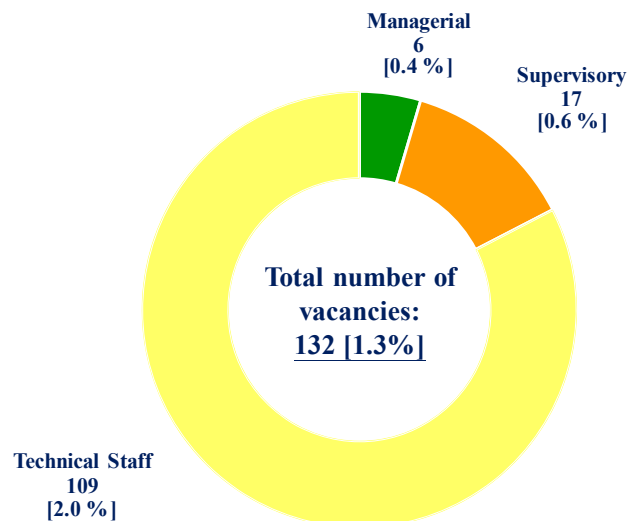
Figure 4.11a Publishing Vacancies by Branch



Figures in [] brackets indicate the **Vacancy rate** (for particular branch) = $\frac{\text{No. of vacancies}}{\text{No. of post}}$

Note: "Vacancies" refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel.

Figure 4.11b Publishing Vacancies by Job Level



Figures in [] brackets indicate the **Vacancy rate** (for particular branch) = $\frac{\text{No. of vacancies}}{\text{No. of post}}$

Note: "Vacancies" refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel.

Prominent Vacancies

4.25 The prominent vacancies for the publishing industry, which accounted for 75.0% of the total vacancies, are shown in Table 4.13 below.

Table 4.13 Prominent Vacancies - Publishing

Rank	Prominent Principal Jobs	No. (%) of Vacancies
1st	◆ Editor/Assistant Editor/Art Editor/Proof Reader	87 (65.9%)
2nd	◆ Sales Representative/Sales Executive	12 (9.1%)

Number of Trainees/Apprentices Planned for Recruitment

4.26 A total of 17 trainees/apprentices were planned for recruitment in the coming year. Most of them belonged to publishing and allied industries (10) and were concentrated on the technical staff level (13) as presented in Table 4.14.

Table 4.14 Number of Trainees/Apprentices for Recruitment by Branch and Job level

Branch	No. of trainees/apprentices			
	Managerial Level	Supervisory Level	Technical Staff Level	Total
Publishing of newspapers	0	0	5	5
Publishing and allied industries	0	2	8	10
Wholesales of books, periodicals and newspapers	0	0	0	0
Import and export of books, periodicals and newspapers	0	2	0	2
Publishing department of the selected organisations	0	0	0	0
Total	0	4	13	17

Employers' Forecasted Manpower Demand *

4.27 The employers' forecasted manpower demand reflected a marginal decrease (-0.1%) for 2021 from 9 982 existing posts in July 2020 to 9 972 employees in July 2021.

Table 4.15 Employers' Forecasted Manpower Demand for 2021 - Publishing

No. of Employees (a)	No. of Vacancies (b)	Total No. of Posts (c = a + b)	Forecasted No. of Employees for 2021 (d)	Forecasted No. of Increase/Decrease in Manpower in 2021 (e = d - c)	Percentage Change
9 850	132	9 982	9 972	-10	-0.10%

*Note: * Readers are alerted to interpret the employers' forecasted manpower demand with caution due to the developing industry manpower situation as affected by the global and local economic uncertainties as well as the measures launched by the Government to support enterprises for example the Employment Support Scheme that subsidised wages from June to August and September to November 2020.*

Average Monthly Income

4.28 The average monthly income of employees at the various job levels in the publishing industry was higher as compared to that of their counterparts in the print media industry. The average monthly income in the publishing industry centralised to the range of \$15,001-\$30,000, which covered the income range of majority of employees at supervisory level. The average monthly income at technical staff level centralised at \$10,001-\$20,000 while that for managerial level centralised at \$20,001-\$45,000. The distribution is shown in Table 4.16.

Table 4.16 Average Monthly Income by Job Level - Publishing

Job Level	Average Monthly Income						
	\$10,000 or below	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	Over \$60,000
Managerial	*	*	2.3%	23.3%	52.9%	9.7%	11.9%
Supervisory	*	0.4%	30.6%	57.8%	9.9%	1.3%	*
Technical Staff	*	22.3%	64.8%	12.3%	0.6%	*	*
Total	*	12.0%	44.1%	27.8%	12.1%	2.0%	2.0%

*Note: * Less than 0.05%*

Preferred Education Level

4.29 The publishing industry had a preference of employees with higher education level as compared with that of the print media industry. The majority of employees of publishing industry at the managerial level was preferred to have a first degree or above. About half of employees at the supervisory level were preferred to have a first degree or above and 45.0% were preferred to have sub-degree or diploma/certificate. Sub-degree or diploma/certificate was generally preferred for employees at the technical staff level. The distribution is shown in Table 4.17.

Table 4.17 Preferred Education Level by Job Level - Publishing

Job Level	Preferred Education Level					
	Postgraduate Degree	First Degree	Sub-degree (e.g. Higher Diploma)	Diploma/Certificate	Secondary 4 to 7	Secondary 3 or below
Managerial	5.4%	93.0%	0.3%	1.1%	0.3%	*
Supervisory	*	51.9%	20.5%	24.6%	3.1%	*
Technical Staff	*	4.1%	39.5%	43.0%	13.0%	0.4%
Total	1.0%	35.1%	26.5%	29.7%	7.6%	0.2%

Note: * Less than 0.05%

Preferred Mode of Training and Period of Training

Mode of Training

4.30 Similar to the print media industry, on-the-job training was generally preferred for employees across various levels in the publishing industry. The distribution is shown in Table 4.18.

Table 4.18 Preferred Mode of Training by Job Level - Publishing

Job Level	Preferred Mode of Training		
	On-the-job training	Apprenticeship	Others
Managerial	99.8%	*	0.2%
Supervisory	99.8%	*	0.2%
Technical Staff	99.9%	*	0.1%
Total	99.9%	*	0.1%

Note: * Less than 0.05%

Period of Training

4.31 The preferred period of training for employees of publishing industry increased with the job level. The preferred period of training was mainly 3 years or above for employees at managerial level, 1 to less than 3 years for employees at supervisory level, and 6 months to less than 2 year for employees at technical staff level. The distribution is shown in Table 4.19.

Table 4.19 Preferred Period of Training by Job Level - Publishing

Job Level	Preferred Period of Training					
	4 years or above	3 years to less than 4 years	2 years to less than 3 years	1 year to less than 2 years	6 months to less than 1 year	Below 6 months
Managerial	41.6%	17.4%	36.7%	4.3%	*	*
Supervisory	13.8%	10.2%	36.3%	39.7%	*	*
Technical Staff	2.1%	3.5%	18.0%	30.6%	45.8%	*
Total	12.6%	8.0%	26.9%	28.8%	23.6%	*

Note: * Less than 0.05%

Employees Left and Recruited in the Past 12 Months

Employees Left

4.32 Among the three job levels, employees at the technical staff level recorded both the highest number of employees (298) left in the past 12 months and the highest turnover rate (5.6%) in 2020. As shown in Table 4.20, the entire industry recorded an overall turnover rate of 5.0%.

Table 4.20 Employees Left in the Past 12 Months and Turnover Rate by Job Level - Publishing

Job Level	Number of Employees Left	Turnover Rate*
Managerial	45	2.7%
Supervisory	159	5.4%
Technical Staff	298	5.6%
Total	502	5.0%

Note: * Turnover rate = no. of employees left in the past 12 months / (no. of employees + no. of vacancies)

Staff Recruited

4.33 Of the 478 new employees of publishing industry recruited in the past 12 months, most of the new recruits were found in technical staff level (294). Table 4.21 showed that the companies preferred recruitment of staff with industry experience for all job levels.

Table 4.21 Staff Recruited in the Past 12 Months by Job Level - Publishing

Job Level	New Recruits with Relevant Industry Experience (a)	New Recruits without Relevant Industry Experience (b)	Total Number of New Recruits (a) + (b)
Managerial	29 (74.4%)	10 (25.6%)	39 [2.3%]
Supervisory	112 (77.2%)	33 (22.8%)	145 [4.9%]
Technical Staff	265 (90.1%)	29 (9.9%)	294 [5.5%]
Total	406 (84.9%)	72 (15.1%)	478 [4.8%]

Note:

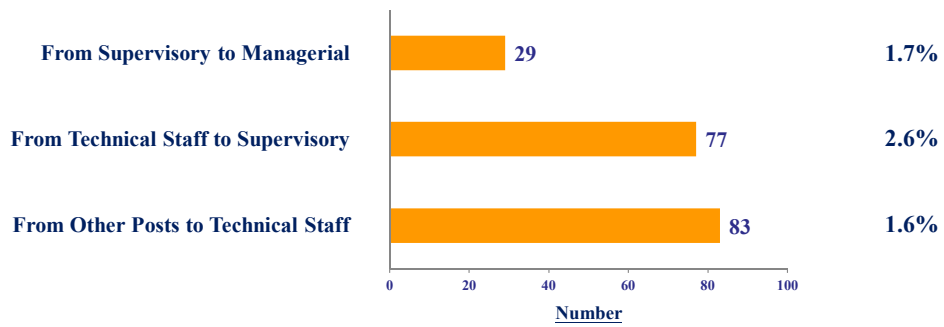
() As a percentage of total number of new recruits by job level

[] As a percentage of total number of posts by job level

Internal Promotion

4.34 In the past 12 months, a total of 189 employees of publishing industry were promoted to higher level jobs in their own companies, with relatively more promotions at technical staff level (83 employees) and supervisory level (77 employees) than managerial level.

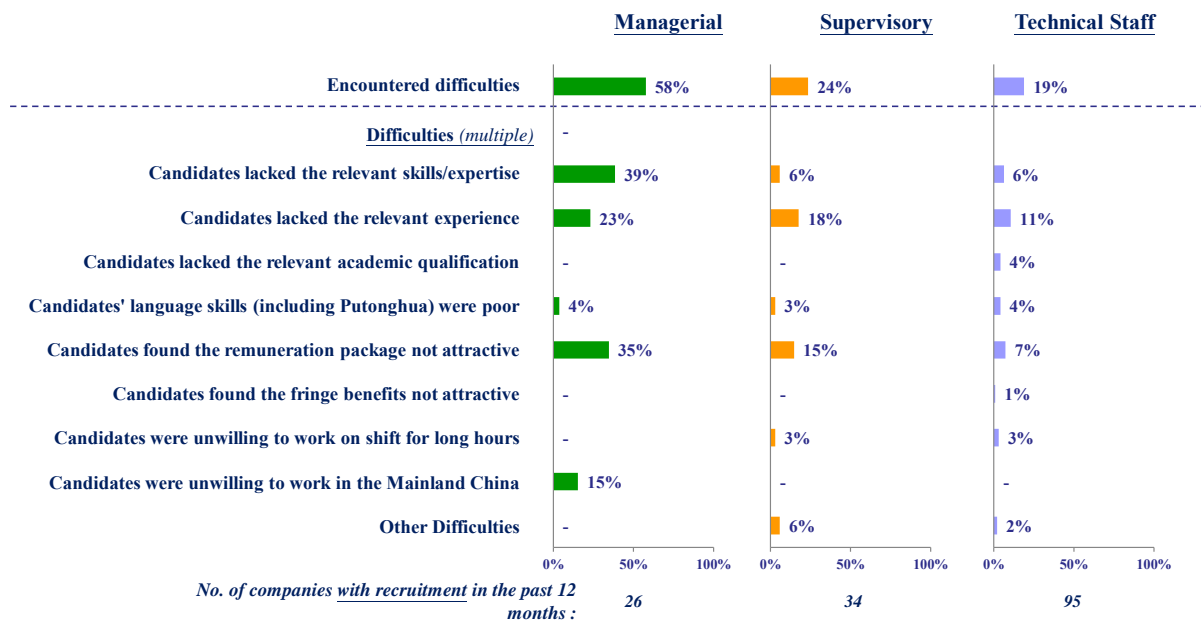
Figure 4.12 Internal Promotion of Employees in the Past 12 Months - Publishing



Recruitment Difficulties

4.35 A small number of companies of publishing industry had engaged in recruitment exercise in the past 12 months. Among those companies engaged in recruitment exercise, 58% reported that they had encountered difficulties in recruiting employees at managerial level. The difficulties faced were mainly “candidates lacked the relevant skills/expertise”, “candidates found the remuneration package not attractive” and “candidates lacked the relevant experience”. Relatively fewer companies reported that they had encountered difficulties in recruiting employees at supervisory level (24%) and technical staff level (19%). Details are shown in Figure 4.13.

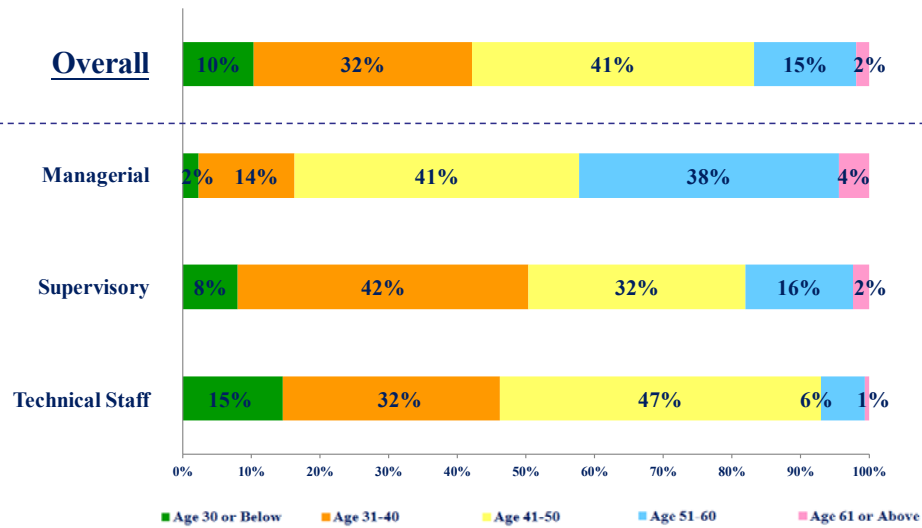
Figure 4.13 Difficulties Encountered in Recruitment in the Past 12 Months - Publishing



Age of Employees

4.36 The employees in the publishing industry were younger as compared to those of print media industry. Most of the employees working in the publishing industry were middle-aged of 31 to 40 (32%) and 41 to 50 (41%). The age distribution of employees is given in Figure 4.14.

Figure 4.14 Age Distribution of Employees by Job Level



Note: * Less than 0.05%

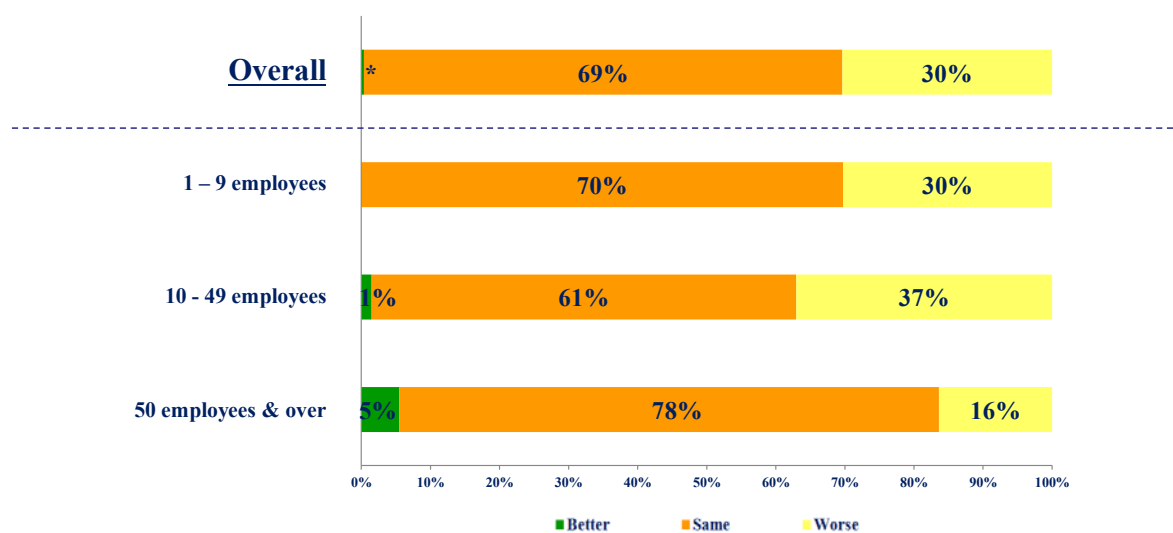
The sum of percentages may not equal to 100% due to rounding.

Employers' Views on Business Situation and Business for Electronic Publishing

Business Situation

4.37 Majority of companies of publishing industry expected the business situation to remain the same for the coming year across different employment sizes. For companies with 49 employees or less, about one-third expected the business to become worse for the coming year while the corresponding proportion was 16% for companies with 50 employees or more. Details are shown in Figure 4.15.

Figure 4.15 Views on Business Situation for the Coming Years by Size of Establishments - Publishing



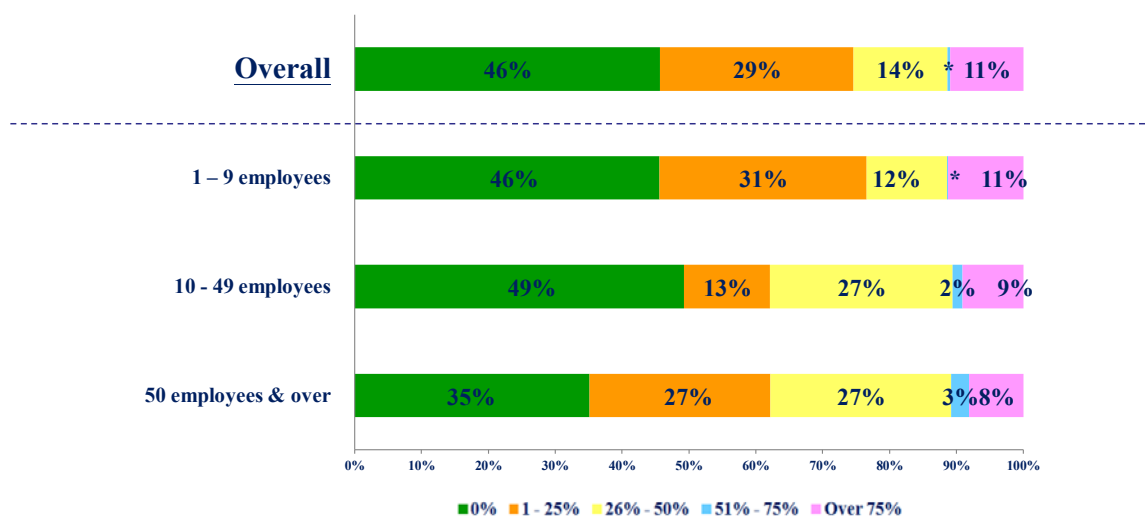
Note: * Less than 0.05%

The sum of percentages may not equal to 100% due to rounding.

Electronic Publishing

4.38 For companies of publishing industry with 49 employees or less, about half will be engaged in electronic publishing for the coming year while the corresponding proportion increased to 64.9% for companies with 50 employees or more. However, it is worth noting that about one-tenth of the companies estimated that they would have more than 75% of business engaged in electronic publishing for the coming year. The percentage of business in electronic publishing for the coming years is presented in Figure 4.16.

Figure 4.16 Percentage of Business in Electronic Publishing for the Coming Years by Size of Establishments - Publishing



Note: * Less than 0.05%

The sum of percentages may not equal to 100% due to rounding.

Training Needs

4.39 The training needs for employees at managerial level concentrated on management skills while employees at supervisory level and technical staff level tended to require industry specific skills and soft skills. The top three training needs by job level are shown in Table 4.22. The training need regarded as top priority by most of the employers by job level are shown in Table 4.23.

Table 4.22 Top Three Training Needs by Job Level

Managerial Level	Supervisory Level	Technical Staff Level
Human resources management	Teamwork	Editing
Marketing management	Editing	Communication skills
Customer Services	Customer Services	Teamwork

Table 4.23 Top One Training Need by Most Employers by Job Level

Managerial Level	Supervisory Level	Technical Staff Level
Human resources management	Editing	Editing

Statistical Tables

4.40 The detailed manpower statistics of the publishing industry are tabulated in *Appendix 9*.

5 Manpower Analysis

A. Print Media Industry

Manpower Changes between 2016 and 2020

Number of Establishments in the Print Media Industry

5.1 There were 3 781 establishments of the print media industry in 2016. The number decreased to 3 373 (-408, -10.8%) in 2020 which was mainly contributed by the decrease in job printing companies. The number of establishments by branch is shown in Table 5.1.

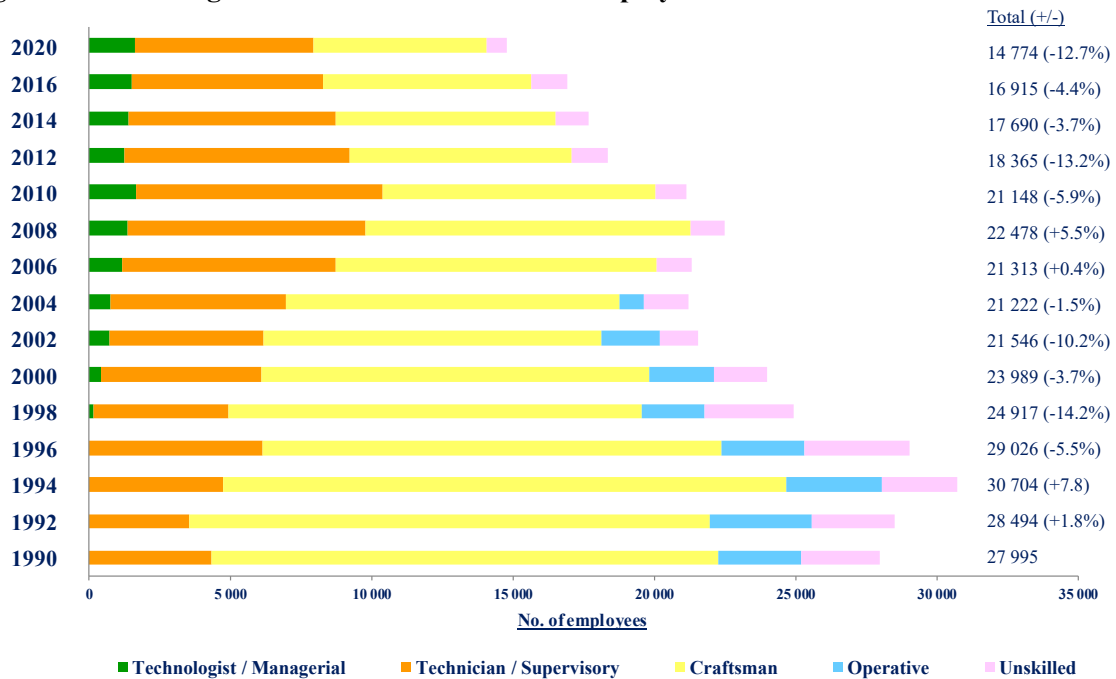
Table 5.1 Number of Print Media Establishments by Branch

Branch	2020	2016	Difference
Newspaper printing	55	40	+15
Job printing	1 835	2 119	-284
Printing	189	236	-47
Manufacture of containers and boxes of paper and paperboard	114	144	-30
Printing agent	1 116	1 178	-62
Printing suppliers and metal can printing firm	54	64	0
Printing department of the academic institutions	10		
Total	3 373	3 781	-408

Changes in Number of Employees

5.2 The overall manpower of the print media industry exhibited a decrease (-2 141, -12.7%) from 2016 to 2020 as shown in Figure 5.1.

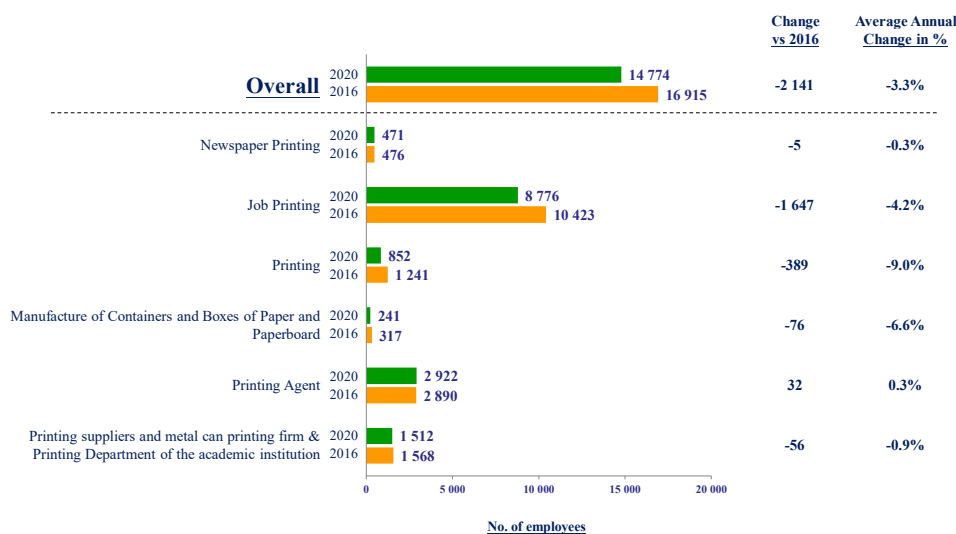
Figure 5.1 Change in Number of Print Media Employees from 1990 to 2020



5.3 The outbreak of COVID-19 has caused global and local economic crisis including the decline of economic activity and business contraction, which imposed negative impact on the industry manpower situation. As shown in Figure 5.2, a manpower reduction was generally recorded across different branches (-1.1% to -31.3%) except the printing agent which was the only branch that showed manpower increase (+32, 1.1%).

5.4 The decrease in the overall manpower of the print media industry was mainly attributable to the drop of employees in job printing and printing branches (-2 036, -17.5%).

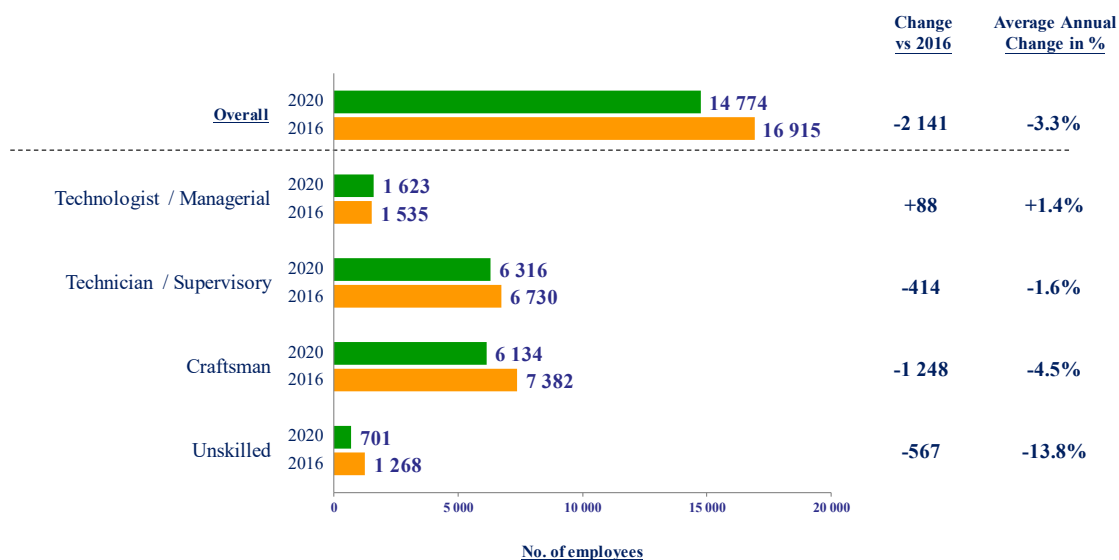
Figure 5.2 Changes in Number of Print Media Employees by Branch



5.5 As shown in Figure 5.3, 41.5% of the total employees of the print media industry was working at the craftsman level in 2020. Between 2016 and 2020, a decrease of 2 141 posts was noted and was mainly contributed by posts at craftsman level. Within the craftsman level, a decline of 33.0% or 1 006 posts was observed in printing machine craftsman (offset litho) (sheet-fed) and it accounted for 80.6% of the drop in employees at the craftsman level in the industry which might be attributable to the consolidation of businesses in the past few years. On the contrary, a 16.2% growth was recorded in digital printing system craftsman as a result of increased use of digital printing machine.

5.6 By looking into the manpower data between 2020 and 2016, an ongoing transformation from traditional printing to digital printing was noted.

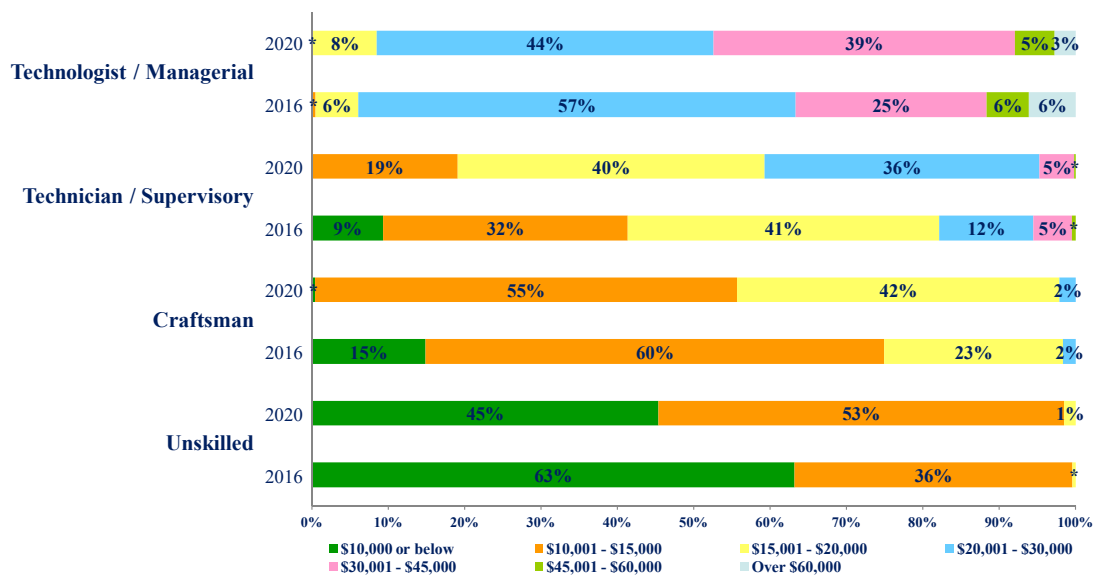
Figure 5.3 Changes in Number of Print Media Employees by Job Level



Changes in Monthly Income

5.7 The average monthly income of employees in the print media industry centralised to the range of \$10,001-\$20,000. Compared to 2016, more employees at the technologist/managerial level received a monthly income of \$30,001-\$45,000 (from 25.0% in 2016 to 39% in 2020). The monthly income of employees at the technician/supervisory level gradually shifted to higher ranges in 2020. For the employees at craftsman level, more received a monthly income of \$15,001-\$20,000 (from 23% in 2016 to 42% in 2020).

Figure 5.4 Average Monthly Income by Job Level - Print Media



B. Publishing Industry

Manpower Changes between 2016 and 2020

Number of Establishments in the Publishing Industry

5.8 There were 1 586 establishments of the publishing industry in 2016. The number decreased to 1 480 (-106, -6.7%) in 2020 which was mainly contributed by the decrease in companies of publishing and allied industries. The number of establishments by branch is shown in Table 5.2.

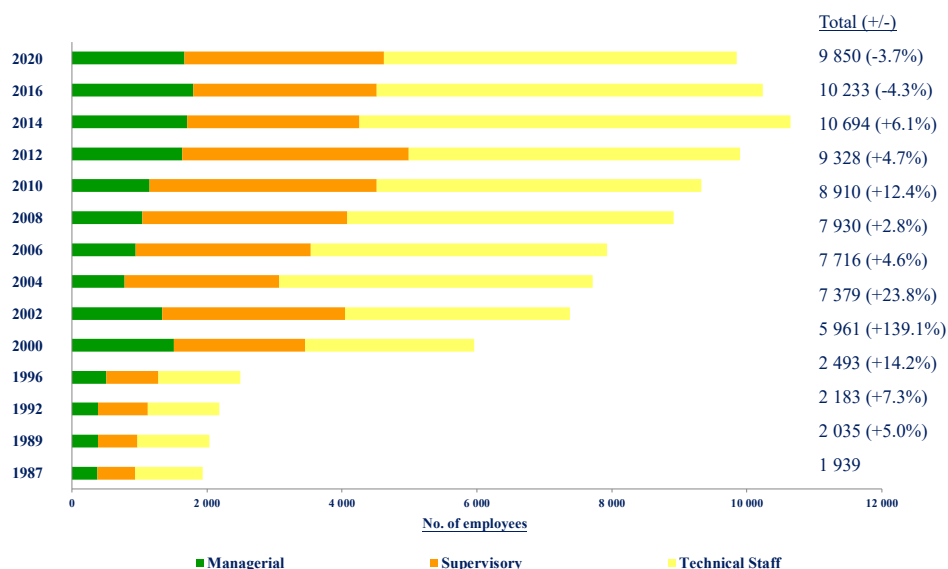
Table 5.2 Number of Publishing Establishments by Branch - Publishing

Branch	2020	2016	Difference
Publishing of newspapers	55	40	+15
Publishing and allied industries	1 139	1 215	-76
Wholesales of books, periodicals and newspapers	48	58	-10
Import and export of books, periodicals and newspapers	210	245	-35
Publishing department of the selected organisations	28	28	0
Total	1 480	1 586	-106

Changes in Number of Employees

5.9 The overall manpower of the publishing industry indicated a drop (-383, -3.7%) from 2016 to 2020 as shown in Figure 5.5.

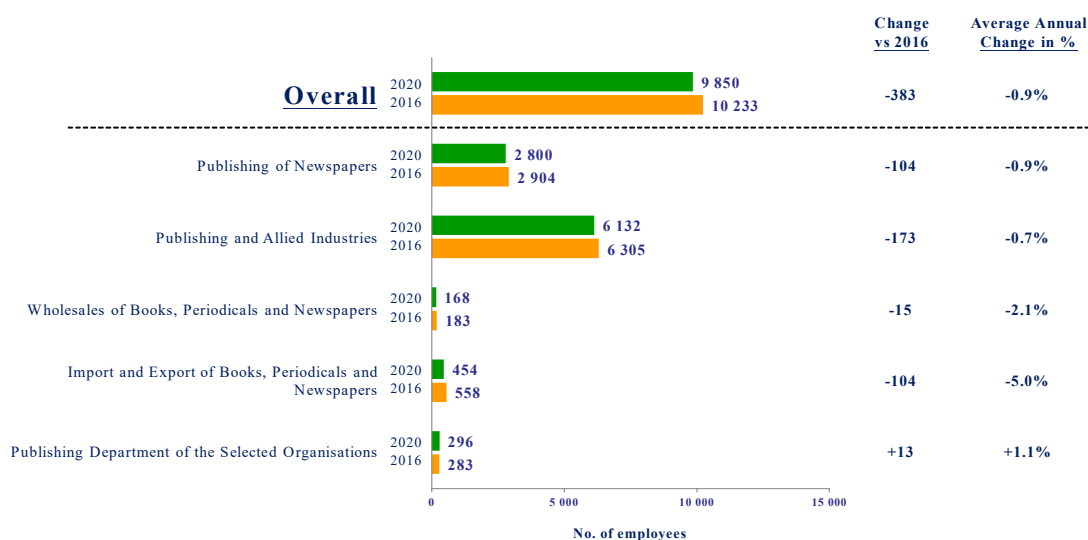
Figure 5.5 Change in Number of Publishing Employees from 1987 to 2020



5.10 Similarly, the outbreak of COVID-19 has caused global and local economic crisis including the decline of economic activity and business contraction, which imposed negative impact on the industry manpower situation. As shown in Figure 5.6, a manpower reduction was generally recorded across different branches (-2.7% to -18.6%), particularly for the branch of import/export of books, periodicals and newspaper (-104, -18.6%).

5.11 The decrease in the overall manpower of the publishing industry was mainly attributable to the drop in the branches of publishing and allied industries and publishing of newspapers (-277, -3.0%).

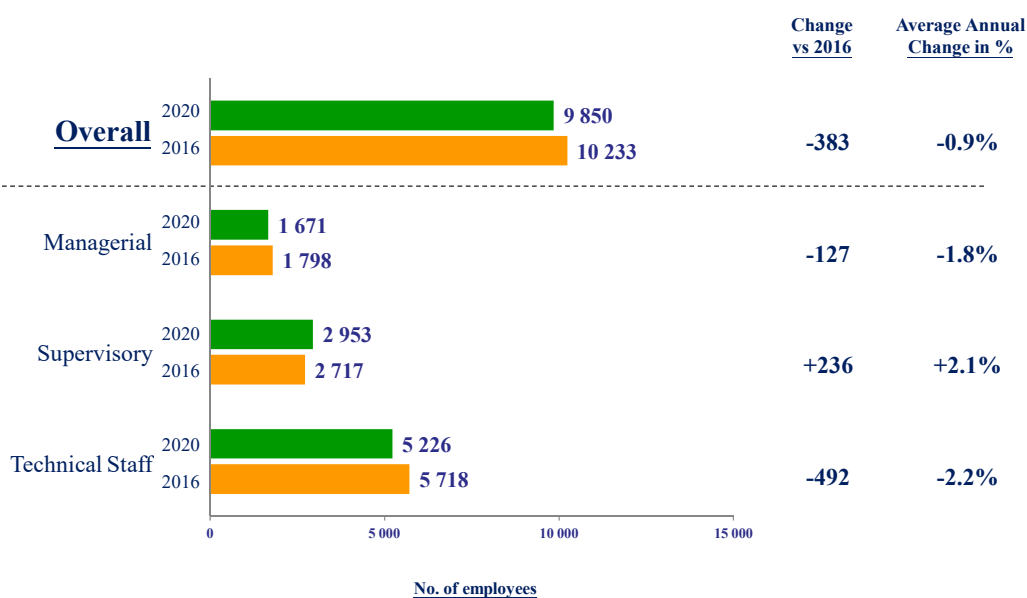
Figure 5.6 Changes in Number of Publishing Employees by Branch - Publishing



5.12 As shown in Figure 5.7, 53.1% of the total employees of the publishing industry was at the technical staff level in 2020. Between 2016 and 2020, a decrease of 383 posts was noted and was mainly contributed by the decrease in posts at the technical staff level. Within the technical staff level, the decline was observed in sales representative/sales executive (-192, -18.2%) and editor/assistant editor/art editor/proof reader (-98, -4.0%), together occupied 58.9% of the drop in the employees at the technical staff level of the industry.

5.13 On the contrary, an increase of 8.7% in posts at the supervisory staff level was observed. The post of supervisor (e-publishing) recorded a significant increase (+118, +101.7%). Customer services supervisor/ officer (books) (+79, +92.9%) and designer (+57, +12.0%) also shown growth. A 7.9% increase was also recorded in desktop publishing (DTP)/e-publishing technician at the technical staff level. Part of the growth might be brought by the rising trend of electronic publishing.

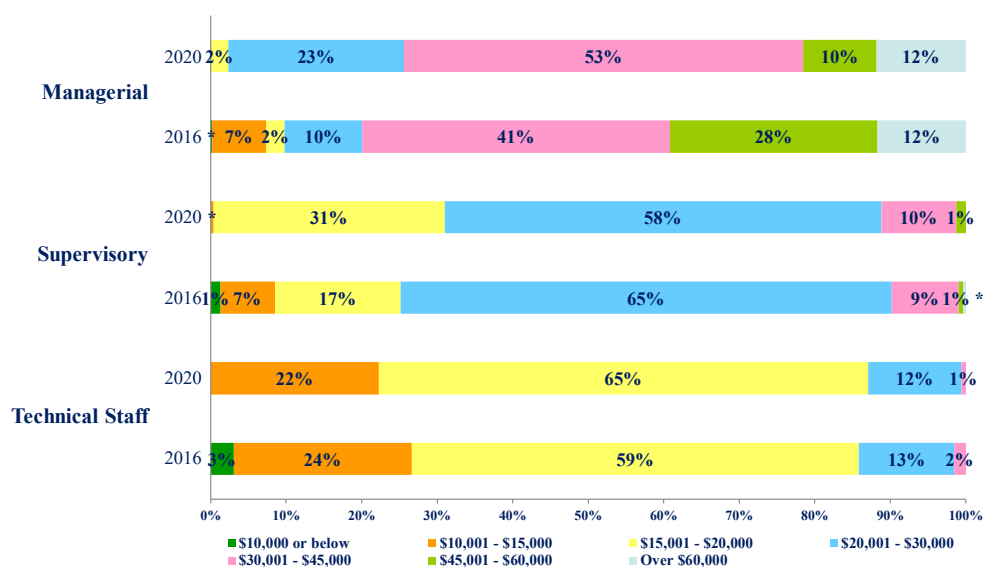
Figure 5.7 Changes in Number of Publishing Employees by Job Level



Changes in Average Monthly Income

5.14 The average monthly income in the publishing industry centralised to the range of \$15,001-\$30,000. Compared to 2016, the average monthly income of employees at the managerial level shifted to a lower range from over \$45,000 to \$20,001-\$45,000. The average monthly income of employees at the supervisory level was similar to 2016, with over 80% having the average monthly income of \$15,001-\$30,000. For the technical staff level, a shift from \$15,000 or below to \$15,001-\$20,000 was observed.

Figure 5.8 Average Monthly Income by Job Level - Publishing



Note: * Less than 0.05%

The sum of percentages may not equal to 100% due to rounding.

Beyond the Numbers

5.15 The manpower changes in the print media and publishing industries showed that (a) there was an decrease in jobs related to conventional printing and increase in jobs for digital printing; (b) manpower in newspaper publishing dropped while newspaper organisations increased suggesting restructure of manpower took place with existing employees took up more duties or adopting more technologies; and (c) an increase in manpower related to electronic publishing.

5.16 The changes in the manpower trend reflected major aspects of the industry's development: (a) consolidation took place in both print media and publishing industries; (b) there was an ongoing transformation from traditional printing to digital printing; and (c) the publishing industry developed further on products involving electronic publishing. Global and local social-economic and technological factors have driven further changes on the industries' business and jobs which provides direction to manpower development for coping with the challenges ahead.

C. Business Outlook

5.17 Based on the manpower changes between 2016 and 2020 and views obtained from the Training Board, the major developments in the industries are concluded as follows:

Industry Prospect

Global Economic Recovery Under the Threat of COVID-19

5.18 Following an estimated global contraction of 3.5% in 2020, the International Monetary Fund forecasted a growth of 5.5% for real GDP in 2021 and 4.2% in 2022 according to the World Economic Outlook Update released by in January 2021³. Advanced economies are expected to provide greater support to the recovery as widespread vaccine availability brings hope to end the pandemic and strengthen economic activities.

5.19 As the economy recovers from destruction of the pandemic in 2021, experts predict advanced economies would see an upturn of 2.5% to 4% growth in the print media industry after the 15% to 18% fall in 2020, according to the COVID-19 Print Business Indicators Survey conducted by PRINTING United Alliance participated by nearly 200 commercial printers in the US and Canada⁴.

5.20 Hong Kong's printing exports in 2020 fell by 18% from the previous year. With the US, Mainland China, the UK and Australia continue being the major buyers, the Hong Kong print products export performance would hinge on the recovery of economy in these countries.

Table 5.3 Major Export Markets of Hong Kong Printing Exports 2019 and 2020

Country	Share % of Total Value		% Change in Value
	2019	2020	2019 vs 2020
US	32.6	33.8	-12.3
Mainland China	26.2	23.9	-25.2
UK	9.4	9.0	-22.0
Australia	4.6	5.7	+0.9
		Overall	-18.1

Source: Hong Kong Census and Statistics Department

³ *World Economic Outlook Update, January 2021: Policy support and Vaccines expected to LIFT ACTIVITY.* (2021, January 01). Retrieved February 17, 2021, from <https://www.imf.org/en/Publications/WEO/Issues/2021/01/26/2021-world-economic-outlook-update>

⁴ *Paparozzi, A. (2020, December 16). Commercial printing: Preparing for the upturn.* Retrieved February 18, 2021, from <https://www.piworld.com/article/commercial-printing-outlook-preparing-upturn/>

Impact of the Threat of COVID-19 on Local Economy

5.21 Hong Kong's real GDP dropped by 6.1% for the whole year of 2020⁵. The decline of GDP narrowed slightly from 3.6% to 3.0% in the fourth quarter as local economy recovered at a slow pace. Despite the value of merchandise exports fell by 1.5% for 2020 due to the weak export performance in the first half of the year, the value of merchandise exports recorded a growth of 11.7% in December 2020 over a year earlier. Export to the US and the EU saw faster growth while exports to other major Asian countries also showed improvement. Prospects of the export market depend on how the pandemic situation evolves globally, as well as China-US relations, geopolitical factors and post-Brexit development.

5.22 The unemployment rate hits a 17-year high of 7% in November 2020 to January 2021 due to the fourth wave of epidemic started in the latter part of November⁶ 2020. Local consumption sentiment remained low and economic activities were disrupted under the social distancing measures and pressured labour market. Domestic demand also weakened, with private consumption expenditure recorded a 10.2% decline year-on-year under the threat of COVID-19.

5.23 Impacted by the COVID-19 outbreak and the macroeconomic downturn, the print media and publishing industries experienced an extremely challenging time and the future remains uncertain. While both industries are facing threats caused by the rise of digital media, print media companies, of which most had relocated to Mainland China also affected by costs factors including rising paper price, tax and duties and wage growth in the Mainland. Moreover, the changes in global trade policy among countries also imposed future uncertainties to the print media industry. The publishing industry also faces the challenge of change in people's reading behaviour.

⁵ *Hong Kong Economic Development Latest developments. (n.d.). Retrieved February 09, 2021, from <https://www.hkeconomy.gov.hk/en/situation/development/index.htm>*

⁶ *Press release (18 FEB 2021) :unemployment and underemployment statistics for NOVEMBER 2020 - January 2021: Census and statistics department. (2021, February 18). Retrieved February 24, 2021, from https://www.censtatd.gov.hk/press_release/pressReleaseDetail.jsp?charsetID=1&pressRID=4824*

The Latest Development and Trends

Print Media Industry

Digital Printing and Package Print Market

5.24 Despite the rise of digital media in recent years and weakened domestic demand during the pandemic had caused a drop in the demand for advertising materials, the package print market remained steady and would continue to be the growth area as online shopping has become more common in our everyday life. As brands are more concerned of the consumer experience of online shoppers, high-end package products, sustainable packaging and innovative packaging solutions would be in demand. Moreover, the heightened awareness of health, hygiene and food safety in the pandemic years also benefitted food label and food safety package manufacturers.

5.25 The pandemic has brought unprecedented challenges and opportunities for people and the society, the industry has to be more innovative to offer flexible and agile solution in response to the fast-changing situation. For example, 90% of business respondents in the US said they needed to purchase pandemic related printed products such as indoor signage, flyers, posters and floor graphics⁷. Some Hong Kong printers also collaborated with face mask manufacturers to design and produce customised printed face mask as business promotion or fashion wear items. There is no doubt that print remains an effective and necessary communication channel to communicate with customers and users even in the pandemic. The well-established digital printing technology allows small quantities print-run and high degree of product customisation which makes printing service to be offered on-demand quickly according to the market's changing needs. For instance, digital printing allows clients to print books at a quantity as low as one which suits the needs of kindergarten teachers or self-publishers. Technology advancement also make innovative products possible with various types of ink and substrates. As reflected in the survey, the industry is gradually shifting to digital printing. The larger the companies, the more the engagement in digital printing in their future businesses was expected. Digital printing would continue to increase its market share and complement with offset printing.

⁷ Padula, E. (2020, December 17). *Uncovering new opportunities for print during Unprecedented Times*. Retrieved February 24, 2021, from <https://whattheythink.com/articles/103810-uncovering-new-opportunities-print-during-unprecedented-times/>

International Standard

5.26 International standards such as ISO, FOGRA, G7, PSO, PSA, BrandQ would continue to be important for print manufacturers as they help printers maintain consistent product quality and align expectations between print buyers and printers.

Industry 4.0

5.27 Though the migration to Industry 4.0 had already taken place in Mainland China, the step to Industry 4.0 for Hong Kong print media industry has just begun. Industry 4.0 would be the next directive for large manufacturers to utilise Internet of Things (IoT) and smart data to optimise production. The industry would require a strong team of print technologists and digital talents to formulate the plan for digital transformation.

E-commerce System

5.28 Similar to other industries, the print media industry continued to invest in its e-commerce system for clients to place and track order via website or mobile app. The user-friendly online order system automatically checks files submitted, provides information on price and production time, updates clients the status of the order and delivery information. The enhanced system simplifies the order placing process and improves clients' confidence.

Crossover and Expanding Boundaries

5.29 The print media industry is redefining its boundaries by exploring other possibilities for innovative printed products. For example, personalised photo albums or collectable books involving 3D printing items. Some printers also developed products with AR or multimedia features or provided value added services such as design, editing, translation and data processing.

Publishing Industry

Online Book Sales and the Tech-driven World

5.30 A new dynamic in work, education, consumption and social interaction activities was created under the social distancing measures that lasted throughout the year of 2020. Students learned online during the pandemic, remote work took place and is likely to persist for some industries. Consumers spent more time on online shopping platforms. Though the 2020 Hong Kong Book Fair was rescheduled from July to December and finally July 2021 during the pandemic, readers turned to purchase online. Apart from the Book Fair online section created by the organiser, other online retail platforms, publisher websites and

online bookstores also captured the buying power by hosting their own online book fair with significant growth in online book sales observed.

5.31 Limited activities at home and the sense of uncertainty seemed to encourage people to read more than usual. More than 40% of respondents said they read more during the pandemic – an average of 7.4 physical books over the past year, according to a survey of about 400 people by the Hong Kong Publishing Professionals Society in June 2020.

5.32 Social distancing measures catalysed readers' and consumers' behaviour to shift online. It is foreseen that the habit of buying books and learning online would sustain after the pandemic. In long term, hybrid work mode and the shift to online learning would require the industry to review and alter its business strategies in order to respond to the change. Attracting digital talents or enhancing existing employees' skills and knowledge in e-commerce and e-learning would be one of the necessary actions for the industry to keep up with the public's tech-driven life in the digital era.

Children's Book Market

5.33 Despite the reading patterns of consumers had changed with more time spent on digital device, less attention span on physical books and in-depth reading, children's book sales increased by 20%⁸ during the pandemic as parents were more aware of the importance of simulating children's interest in reading. Online storytelling classes were organised by schools and reading clubs for students to help them keep up with reading habits.

e-publishing

5.34 About one-tenth of publishing companies surveyed estimated that they would have more than 75% of business engaged in electronic publishing for the coming year. Other than the e-book readers with improved features rolled out in the market, the industry also develops learning materials involving AR and VR applications that bring brand new experiences to readers. In long term, Artificial Intelligence (AI) technology would be adopted in e-learning materials to customise learning experience and improve students' learning effectiveness.

⁸ 「2020年香港閱讀報告」出爐 疫情下港人閱讀口味有何改變?. (n.d.). Retrieved February 22, 2021, from https://apps.orangenews.hk/app/common/details_html?contentId=148055&fbclid=IwAR3xcsKLGbJh9g_5-UCQ0_GTmKqvxh0s6pdfmVqB7xRZ6Haa-5UsCHrA95E

D. Manpower Projection and Annual Additional Manpower Requirement

Manpower Projection

5.35 By making reference to (i) the historical manpower information of the industries; and (ii) wastage rate of the industry (i.e. percentage of employees leaving the industry permanently on annual basis), the manpower trend for 2021-2024 is shown in Table 5.4 and 5.5 below. Further details of the annual additional manpower requirement is shown at *Appendix 11*.

Table 5.4 Projected Manpower Trend in 2021 – 2024 - Print Media

Job Level	2021	2022	2023	2024
Technologist/ Managerial	1 637 (0.9%)	1 648 (0.7%)	1 657 (0.5%)	1 664 (0.4%)
Technician/ Supervisory	6 295 (-1.3%)	6 223 (-1.1%)	6 163 (-1.0%)	6 113 (-0.8%)
Craftsman	5 933 (-4.2%)	5 708 (-3.8%)	5 513 (-3.4%)	5 342 (-3.1%)

Note: Figures to number of posts (employees and vacancies) and percentage in the brackets refers to the annual change of manpower over preceding year.

Table 5.5 Projected Manpower Trend in 2021 – 2024 – Publishing

Job Level	2021	2022	2023	2024
Managerial	1 653 (-1.4%)	1 632 (-1.3%)	1 614 (-1.1%)	1 599 (-0.9%)
Supervisory	3 016 (1.5%)	3 058 (1.4%)	3 095 (1.2%)	3 128 (1.1%)
Technical Staff	5 256 (-1.5%)	5 190 (-1.3%)	5 137 (-1.0%)	5 096 (-0.8%)

Note: Figures to number of posts (employees and vacancies) and percentage in the brackets refers to the annual change of manpower over preceding year.

Annual Additional Manpower Requirement

5.36 By taking into consideration the external factors, economic trends, technological development, the workforce pattern and the future outlook of the industries. The estimated additional annual requirement of the print media and publishing industries is shown in Table 5.6 and Table 5.7 below.

Table 5.6 Estimated Annual Additional Manpower Requirement – Print Media

Job level	Estimated Annual Additional Manpower Requirement
Technologist/ Managerial	59
Technician/Supervisory	187
Craftsman	173

Table 5.7 Estimated Additional Annual Manpower Requirement - Publishing

Job level	Estimated Annual Additional Manpower Requirement
Managerial	49
Supervisory	131
Technical Staff	156

5.37 Based on the information provided by the local tertiary and vocational institutes in *Appendix 15*, the estimated demand ⁹ and supply for print media and publication design manpower by the print media and publishing industries for 2021 and 2022 are shown in Table 5.8 below. The results reflect that all three job levels are in demand of significant manpower supply in the coming years.

Table 5.8 Estimated Manpower Demand and Supply for 2021 and 2022

Job Level	2021		2022	
	Estimated Demand *	Estimated Supply	Estimated Demand *	Estimated Supply
Technological/Managerial	63	28	63	28
Technician/Supervisory	228	13	228	13
Craftsman/Technical Staff	215	106	215	103

⁹ The estimated demand includes that of (a) the print media industry and (b) the following jobs in the publishing industry that requires skillsets of print media or publication design: (i) Design Director / Art Director / Design Manager; (ii) Production Director / Production Manager; (iii) Designer; (iv) Production Supervisor; (v) Supervisor (E-publishing); (vi) Assistant Designer; (vii) Desktop Publishing (DTP) / E-publishing Technician; and (viii) Production Assistant.

6 Recommendations

6.1 Based on the survey findings and analysis of the manpower changes, business outlook and manpower projection, as well as advices from the Training Board, a list of recommendations on manpower development is drawn up for the consideration of different stakeholders of the Print Media and Publishing Industries.

Print Media and Publishing Industries

- a. To re-brand the image of the print media industry targeting young people and relevant stakeholders, with emphasis on the outstanding products and projects as well as technology adopted and opportunities associated with the industry.
- b. To keep the industry up to date with the use of technology and relevant skills that are in demand, especially in Industry 4.0, digital printing, package design, international standards, e-publishing, AR and multimedia, online retailing, e-commerce and digital marketing.
- c. Lifelong learning and upgrade of skills in response to the industry requirement would be essential. Employers should be encouraged to make good use of the Government's subsidy for training employees, e.g. the Reindustrialisation and Technology Training Programme.

Employers

- d. To strengthen organisational capability by equipping employees with knowledge and skills especially in Industry 4.0 as well as in areas of innovative products such as specially designed package, printed books or materials associated with digital features, digital printing, digital content management, etc.
- e. To incorporate part-time staff or those who want to re-enter the job market after a career break in positions that are difficult to hire or retain, especially in the print media industry.
- f. To stay current with the market remuneration, enhance job satisfaction and increase autonomy for retaining outstanding employees.
- g. To provide in-house training to develop multiple skills of employees to enable flexible manpower deployment in order to maintain agility in the fast changing business environment.
- h. To participate in the apprenticeship schemes such as Earn and Learn Scheme and support workplace learning and assessment in order to nurture well-trained manpower for the industries.

Employees

- i. To pro-actively identify with employers on the training and development areas for upskilling or reskilling.
- j. To keep an eye on the latest technology applications associated with Industry 4.0, digital printing, e-learning and e-publishing.

Training Providers

- k. To collaborate with employers to facilitate students' learning in an authentic training environment such as workplace learning and assessment.
- l. To emphasise teamwork, design thinking, entrepreneurship and innovation in pre-employment and in-service training.
- m. To include areas with most training needs such as marketing management, the latest pre-press and printing technique, in the relevant programmes.
- n. To devise online training programmes of short duration for in-service practitioners to upskill regardless of time and location.

Government

- o. To offer subsidy support in practitioners' training and skills upgrading in relation to the latest technology used in the industry.
- p. To promote the importance of vocational and professional education and training and its pathways to secondary school students, parents and teachers.

1. 報告摘要

背景

1.1 印刷媒體及出版業訓練委員會（下稱訓練委員會）於 2020 年 7 月至 9 月期間進行業界人力調查，參考日期定為 2020 年 7 月 2 日。本報告反映業內人力調查結果，並因應人力需求與培訓需要，以及考慮業務前景後，向僱主、僱員與培訓機構等業內不同持份者提供建議。

調查範圍

1.2 是次調查涵蓋印刷媒體及出版業，並從香港特別行政區政府統計處（下稱統計處）單位記錄庫內的 4 836 家業內機構中(3 363 家印刷媒體業和 1 473 家出版業)，抽出 819 家進行調查，另包括 86 個補充樣本，合共邀請 905 家業內機構。訓練委員會編製業內關鍵工作的主要職務清單，而選定機構則按照清單提供人力資料。根據職責，職務複雜程度和需要具備的技能、知識和訓練，業內主要職務分為下列四個等級：(a) 技師／管理／經理、(b) 技術員／督導／主任、(c) 技工／技術人員，以及 (d) 非技術人員級。

方法

調查方法

1.3 調查的抽樣採用分層隨機抽樣法，從統計處編製的《香港標準行業分類》抽出 819 間機構，計入 86 個補充樣本，共有 905 個樣本。選定機構填寫的人力調查問卷包括兩部分：(i) 按職級與主要職務提供的量化人力資料，以及 (ii) 有關人力情況的補充資料。收集數據與統計過程受到嚴密監控，數據均經過檢證，以確保數據質素。經統計學演算的有效填覆率為 94.9%。

人力推算方法

1.4 考慮過往數據的加權平均數值，報告採用了「調節過濾法」(AFM) 估算印刷媒體及出版業的人力情況，以及 2021 至 2024 年所需的額外人手。推算方法詳載於**附錄 8**。

調查結果

A. 印刷媒體及出版業人力資料概覽

1.5 於 2020 年 7 月 2 日（即本調查的參考日期），共有 24 624 人受聘於印刷媒體及出版業，其中 60.0%（14 774 人）從事印刷媒體業及 40.0%（9 850 人）從事出版業。如表 1.1 所示，46.1%受僱為技工／技術人員級，而 37.6%受僱為技術員／督導／主任級。

表 1.1 僱員人數 (按行業和職級) (2020 年 7 月 2 日) - 整體

行業	僱員人數					僱員總人數百分率
	技師/ 管理/經理級	技術員/ 督導/主任級	技工/ 技術人員級	非技術人員級	總人數	
印刷媒體	1 623	6 316	6 134	701	14 774	60.0%
出版	1 671	2 953	5 226	不適用	9 850	40.0%
總人數	3 294	9 269	11 360	701	24 624	100.0%
僱員總人數百分率	13.4%	37.6%	46.1%	2.8%	100.0%	

1.6 如表 1.2 所示，印刷媒體及出版業於 2020 年 7 月 2 日共有 259 個職位空缺，大部分空缺來自技工／技術人員級（64.9%）及技術員／督導／主任級（31.3%）。

表 1.2 空缺數目 (按行業和職級) (2020 年 7 月 2 日) - 整體

行業	空缺數目					空缺總人數百分率
	技師/ 管理/經理級	技術員/ 督導/主任級	技工/ 技術人員級	非技術人員級	總人數	
印刷媒體	0	64	59	4	127	49.0%
出版	6	17	109	不適用	132	51.0%
總人數	6	81	168	4	259	100.0%
空缺總人數百分率	2.3%	31.3%	64.9%	1.5%	100.0%	

註：“職位空缺”指需要立刻填補的職位空缺，而公司於調查期間正積極招聘。

B. 印刷媒體業

僱員與空缺數目

1.7 於 2020 年 7 月 2 日，受僱於印刷媒體業共有 14 774 人，當中 59.4%受僱於商業印刷門類。42.8%受僱於技術員／督導級別及 41.5%受僱於技工級，詳見表 1.3。

表 1.3 僱員人數 (按門類和職級) (2020 年 7 月 2 日) - 印刷媒體

門類	僱員人數					僱員總人數百分率
	技師/ 管理級	技術員/ 督導級	技工級	非技術人員級	總人數	
報紙印刷	54	155	214	48	471	3.2%
商業印刷	836	2 872	4 629	439	8 776	59.4%
印刷及有關活動	69	203	533	47	852	5.8%
紙容器、紙盒及紙板容器的製造	33	54	133	21	241	1.6%
印務代理	471	2 375	66	10	2 922	19.8%
印刷器材及物料供應商、金屬罐製造商	139	542	412	52	1 145	7.8%
學術機構的印刷部門	21	115	147	84	367	2.5%
總人數	1 623	6 316	6 134	701	14 774	100.0%
僱員總人數百分率	11.0%	42.8%	41.5%	4.7%	100.0%	

1.8 大部分空缺來自商業印刷門類，並集中於技術員／督導級及技工級，詳見表 1.4。

表 1.4 空缺數目 (按門類和職級) (2020 年 7 月 2 日) - 印刷媒體

門類	空缺數目 (空缺百分率 %)*				
	技師/ 管理級	技術員/ 督導級	技工級	非技術人員級	總人數
報紙印刷	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
商業印刷	0 (0.0)	33 (1.1)	48 (1.0)	0 (0.0)	81 (0.9)
印刷及有關活動	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
紙容器、紙盒及紙板容器的製造	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
印務代理	0 (0.0)	31 (1.3)	0 (0.0)	0 (0.0)	31 (1.0)
印刷器材及物料供應商、金屬罐製造商	0 (0.0)	0 (0.0)	11 (2.6)	4 (7.1)	15 (1.3)
學術機構的印刷部門	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
總人數	0 (0.0)	64 (1.0)	59 (1.0)	4 (0.6)	127 (0.9)

註: * 空缺率 = 空缺數目 / 職位總數

所佔比例較高的主要職務

1.9 下表 1.5 列示印刷媒體業所佔比例較高的主要職務。

表 1.5 佔比較高的主要職務 - 印刷媒體

排名	重要主要職務	僱員數目(%)
1	◆ 營業代表／客戶服務員／跟單員／市場推廣員	3 410 (23.1%)
2	◆ 單張給紙式柯式平版機印刷技工	2 038 (13.8%)
3	◆ 裝訂技工	1 008 (6.8%)
4	◆ 印前技術員	844 (5.7%)
5	◆ 數碼印刷系統操作技工	841 (5.7%)

僱主預測的人力需求

1.10 受訪印刷媒體業僱主預測至 2021 年 7 月將有 14 894 個職位，僅較 2020 年 7 月的原有 14 901 個職位減少 0.05%。

表 1.6 僱主預測 2021 年的人力需求 - 印刷媒體

僱員人數 (a)	空缺數目 (b)	職位總數 (c = a + b)	預測 2021 年 僱員人數 (d)	預測 2021 年人力 增加/減少 (e = d - c)	百分率變化
14 774	127	14 901	14 894	-7	-0.05%

僱員宜有教育程度

1.11 僱員宜有教育程度隨職級提高。技師/管理級僱員要求持有學士學位或以上、技術員/督導級僱員要求持文憑/證書或中四至中七學歷，而技工級僱員要求有中七或以下教育程度，詳見表 1.7。

表 1.7 僱員宜有教育程度 - 印刷媒體

職級	教育程度	僱員百分率
技師/ 管理	學士學位或以上	50.5%
技術員/ 督導	文憑/證書	42.2%
	中四至中七	37.6%
技工	中七或以下	92.4%

僱員年齡

1.12 如表 1.8 所示，印刷媒體業正面臨人手老化的挑戰。逾 40% 僱員年齡超過 50 歲，而技工級僱員的老化比例尤其高（60% 以上）。

表 1.8 按職級僱員年齡分布 - 印刷媒體

職級	30 歲或以下	31 至 40 歲	41 至 50 歲	51 至 60 歲	61 歲或以上	整體
技師/ 管理	0.4%	9.5%	37.2%	34.9%	18.0%	100.0%
技術員/ 督導	9.3%	22.0%	42.8%	21.7%	4.1%	100.0%
技工	1.6%	12.6%	22.4%	59.6%	3.9%	100.0%
總人數	5.0%	16.5%	33.5%	39.3%	5.7%	100.0%

僱員流動率

1.13 如表 1.9 所示，印刷媒體業過去 12 個月共有 601 名僱員離職，流動率為 4.0%，而流動率最高的是技工級僱員。

表 1.9 過去 12 個月離職僱員 (按職級) - 印刷媒體

職級	僱員離職人數	流動率*
技師/ 管理	56	3.5%
技術員/ 督導	170	2.7%
技工	375	6.1%
總人數	601	4.0%

註：* 流動率 = 離職僱員人數 / 職位總數 (按職級)

訓練需要

1.14 印刷媒體業的技師／管理級與技術員／督導級僱員需要範圍甚廣的技能，而技工級僱員則需要業內專業技能的訓練。按職級劃分的首三位訓練需要在表 1.10 列示，而大部分僱主視為首要的訓練需要則在表 1.11 列示。

表 1.10 按職級 首三位 訓練需要 - 印刷媒體

技師/ 管理級	技術員/ 督導級	技工級
經銷管理	客戶服務	印刷技術
溝通技巧	電腦圖像處理與網頁設計	印前技術
普通話	印前技術	機械維修及保養

表 1.11 按職級 首要 訓練需要 - 印刷媒體

技師/ 管理級	技術員/ 督導級	技工級
經銷管理	印前技術	印刷技術

C. 出版業

僱員及空缺數目

1.15 於 2020 年 7 月 2 日，受僱於出版業的 9 850 人中，62.3% 受僱於出版及有關活動門類。53.1% 受僱於技術人員級及 30.0% 受僱於主任級，詳見表 1.12。

表 1.12 僱員人數 (按門類和職級) (2020 年 7 月 2 日) - 出版

門類	僱員人數				僱員總人數百分率
	經理級	主任級	技術人員級	總人數	
報紙出版	433	864	1 503	2 800	28.4%
出版及有關活動	1 041	1 732	3 359	6 132	62.3%
書報及期刊批發	29	60	79	168	1.7%
書報及期刊進出口	104	191	159	454	4.6%
選定機構出版部門	64	106	126	296	3.0%
總人數	1 671	2 953	5 226	9 850	100.0%
僱員總人數百分率	17.0%	30.0%	53.1%	100.0%	

1.16 大部分空缺來自出版及有關活動門類，並集中於技術人員級，詳見表 1.13。

表 1.13 空缺數目 (按門類和職級) (2020 年 7 月 2 日) - 出版

門類	空缺數目 (空缺百分率 %)*			
	經理級	主任級	技術人員級	總人數
報紙出版	0 (0.0)	13 (1.5)	28 (1.8)	41 (1.4)
出版及有關活動	5 (0.5)	4 (0.2)	69 (2.0)	78 (1.3)
書報及期刊批發	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
書報及期刊進出口	0 (0.0)	0 (0.0)	2 (1.2)	2 (0.4)
選定機構出版部門	1 (1.5)	0 (0.0)	10 (7.4)	11 (3.6)
總人數	6 (0.4)	17 (0.6)	109 (2.0)	132 (1.3)

註: * 空缺率 = 空缺數目 / 職位總數

所佔比例較高的主要職務

1.17 下表 1.14 列示出版業所佔比例較高的主要職務。

表 1.14 佔比較高的主要職務 - 出版

排名	重要主要職務	僱員數目(%)
1	◆ 編輯／助理編輯／美術編輯／校對員	2 356 (23.9%)
2	◆ 營業代表／營業主任	863 (8.8%)
3	◆ 桌面排版／電子出版操作員	766 (7.8%)
4	◆ 高級編輯	756 (7.7%)
5	◆ 設計師	531 (5.4%)

僱主預測的人力需求 *

1.18 受訪出版業僱主預測至 2021 年 7 月將有 9 972 個職位，僅較 2020 年 7 月的原有 9 982 個職位減少 0.1%。

表 1.15 僱主預測 2021 年的人力需求 - 出版

僱員人數 (a)	空缺數目 (b)	職位總數 (c = a + b)	預測 2021 年 僱員人數 (d)	預測 2021 年人力 增加／減少 (e = d - c)	百分率變化
9 850	132	9 982	9 972	-10	-0.10%

註：* 謹此提醒讀者，行業人力需求情況正受到環球與本地經濟不明朗因素影響，而政府亦推出支援企業的措施，例如資助 2020 年 6 月至 8 月及 9 月至 11 月的兩期「保就業」措施，因此詮釋僱主預測人力需求時務請審慎。

僱員宜有教育程度

1.19 如表 1.16 所示，出版業僱員宜有教育程度較印刷媒體業為高。大部分經理級僱員宜有學士學位或以上程度。約半數主任級僱員宜持有學士學位或以上，45%宜持有副學士學位或文憑／證書。技術人員級僱員則要求持副學士學位或文憑／證書。

表 1.16 僱員宜有教育程度 - 出版

職級	教育程度	%
經理	學士學位或以上	98.4%
主任	學士學位或以上	51.9%
	副學位、文憑/證書	45.0%
技術人員	副學位、文憑/證書	82.5%

僱員年齡

1.20 出版業的僱員普遍較印刷媒體業年輕。如表 1.17 所示，出版業的僱員大部分是 31 至 40 歲（31.8%）與 41 至 50 歲（41.1%）的中年人。

表 1.17 按職級僱員年齡分布 - 出版

職級	30 歲或以下	31 至 40 歲	41 至 50 歲	51 至 60 歲	61 歲或以上	整體
經理	2.4%	14.0%	41.4%	37.8%	4.4%	100.0%
主任	8.0%	42.4%	31.6%	15.6%	2.4%	100.0%
技術人員	14.6%	31.6%	46.7%	6.4%	0.7%	100.0%
總人數	10.4%	31.8%	41.1%	14.9%	1.9%	100.0%

僱員流動

1.21 如表 1.18 所示，出版業過去 12 個月共有 502 名僱員離職，流動率為 5.0%，而技術人員級和主任級僱員流動率相對較高。

表 1.18 按職級過去 12 個月離職僱員 - 出版

職級	離職僱員人數	流動率*
經理	45	2.7%
主任	159	5.4%
技術人員	298	5.6%
總人數	502	5.0%

註：* 流動率 = 離職僱員人數 / 職位總數 (按職級)

訓練需要

1.22 出版業的經理級僱員的訓練需要集中於管理技能，而主任級僱員則需要業內專業技能與軟性技巧的訓練。按職級劃分的首三位訓練需要在表 1.19 列示。此外，大部分僱主視為首要的訓練需要則在表 1.20 列示。

表 1.19 按職級 首三位 訓練需要 - 出版

經理級	主任級	技術人員級
人事管理	團隊合作	編輯
經銷管理	編輯	溝通技巧
客戶服務	客戶服務	團隊合作

表 1.20 按職級 首要 訓練需要 - 出版

經理級	主任級	技術人員級
人事管理	編輯	編輯

人力分析

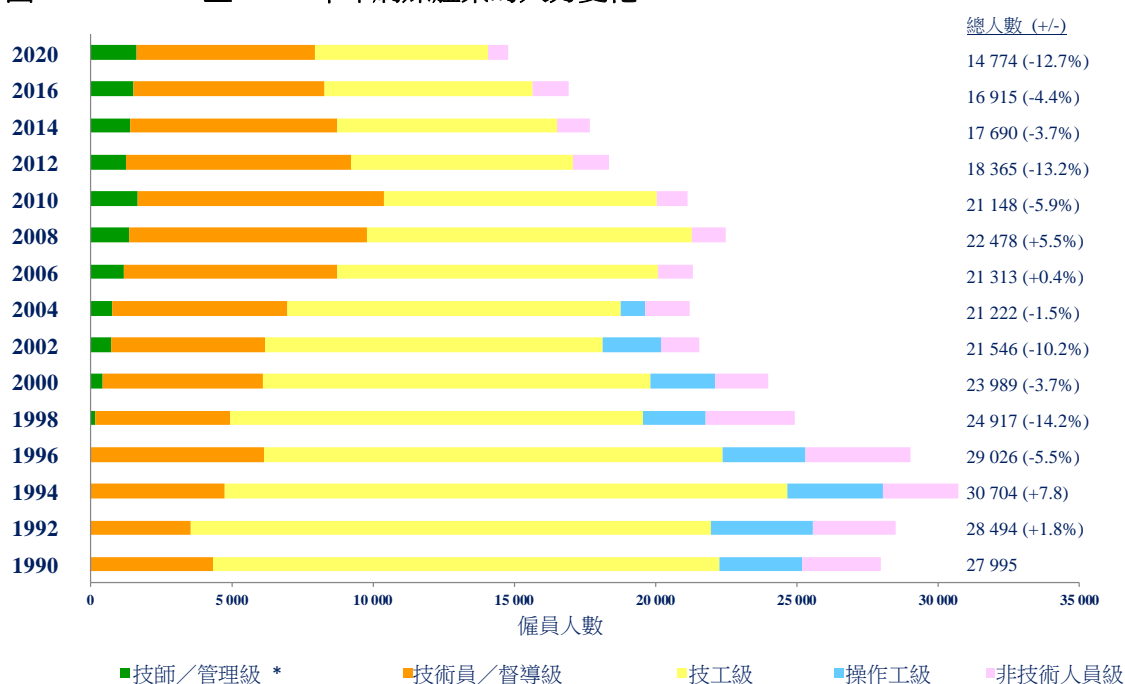
A. 印刷媒體業

2016 至 2020 年的人力變化

1.23 如圖 1.1 所示，2016 至 2020 年之間印刷媒體業的整體人力由 16 915 減至 14 774 (-12.7%)。人力下降是大多數門類的普遍趨勢，尤其是商業印刷門類。2016 至 2020 年間的主要轉變趨勢包括：

- (a) 機構數目減少 10.8%，大部分為印務代理與商業印刷業務；
- (b) 多個門類錄得 1.1% 至 31.3% 的人力下降，唯有印務代理除外，錄得 1.1% 輕微升幅；
- (c) 單張給紙式柯式平版機印刷技工人力下降 33.0%，佔技工級人力跌幅的 80.6%；
- (d) 數碼印刷系統操作技工人數增加 16.2%。

圖 1.1 1990 至 2020 年印刷媒體業的人力變化



註：* 1998 年開始將技師／管理級職務納入人力調查，後來的調查中再擴闊範圍以涵蓋更多主要職務。由 2006 年調查起，刪除操作工級的主要職務分類。

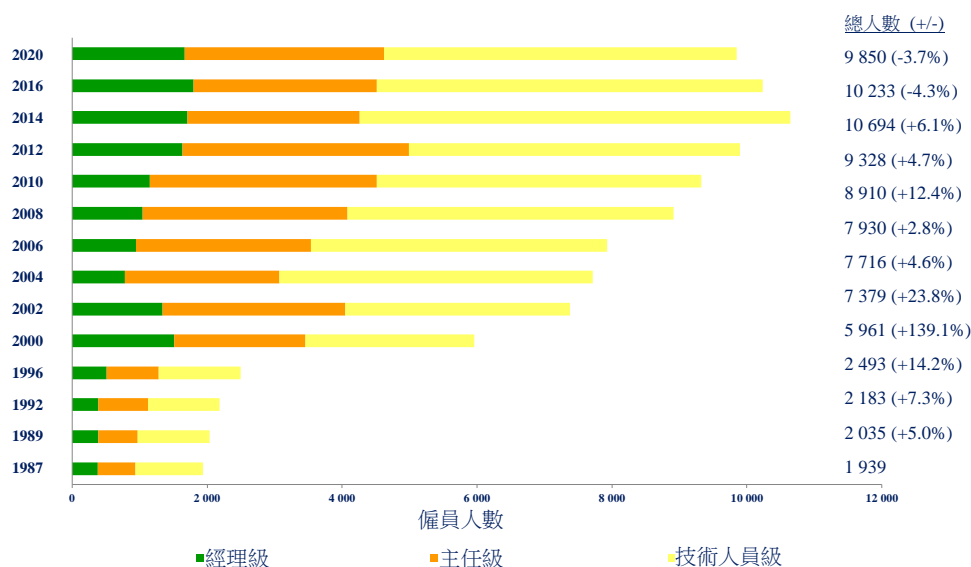
出版業

2016 至 2020 年的人力變化

1.24 如圖 1.2 所示，2016 至 2020 年之間出版業的整體人力由 10 233 減至 9 850 (-3.7%)。人力下降是不同門類的普遍趨勢，尤其是書報及期刊進出口貿易門類。2016 至 2020 年間的主要轉變趨勢包括：

- (a) 機構數目減少 6.7%，大部分為出版及有關活動門類；
- (b) 各個門類人力錄得由 2.7% 至 18.6% 不等的下跌，尤其是書報及期刊進出口貿易門類，跌幅達 18.6%；
- (c) 桌面排版/電子出版操作員人力上升 7.9%，或因電子出版日漸增加所致。

圖 1.2 1987 至 2020 年出版業的人力變化



1.25 業內人力轉變反映：

- (a) 2019 冠狀病毒病引發全球與本地經濟危機，包括經濟活動減少與業務收縮，對業內人力狀況構成負面影響；
- (b) 印刷媒體與出版業均出現整固；
- (c) 由傳統印刷轉型至數碼印刷的趨勢持續；及
- (d) 出版業更進一步開發涉及電子出版的產品。

業務展望

1.26 新型冠狀病毒疫情導致宏觀經濟下滑並削弱本地需求，對印刷媒體與出版業帶來負面影響。儘管這兩個行業面臨數碼媒體的挑戰，印刷媒體業仍需提供包裝用品等必需品，因而得以保持穩定。隨着網上消費在新形勢下更趨普及，數碼印刷能迎合創意產品、以及靈活多變的印刷方案需求。另邁往工業4.0成為大型製造商的新方向，運用物聯網及智能數據，優化生產。行業將需要強大的印刷科技與數碼人才團隊，為數碼化轉型作好準備。

1.27 出版界盛事與活動在疫情下受到影響，卻促使讀者在網上購買書籍與學習。出版業將需要具備電子商貿與數碼行銷技能及知識的人才，以配合大眾的高科技生活。由於家長培養子女的閱讀習慣，兒童圖書市場將持續擴展。出版業加強開發電子刊物與多媒體學習材料，透過擴增實境（AR）與虛擬實境（VR）等方法來提升閱讀體驗。長遠而言，網上學習材料將採納人工智能（AI）技術，提供專門設計的學習體驗，改善學生的學習成效。

人力預測及每年培訓需要

1.28 參照行業過往的人力資料，2021 至 2024 年的人力推算已於表 1.21 與表 1.22 列示。

表 1.21 2021 至 2024 人力推算 (職位數目) - 印刷媒體

職級	2021	2022	2023	2024
技師/ 管理	1 637 (0.9%)	1 648 (0.7%)	1 657 (0.5%)	1 664 (0.4%)
技術員/ 督導	6 295 (-1.3%)	6 223 (-1.1%)	6 163 (-1.0%)	6 113 (-0.8%)
技工	5 933 (-4.2%)	5 708 (-3.8%)	5 513 (-3.4%)	5 342 (-3.1%)

註：職位數目包括僱員與空缺。括號中的百分比數目是與上年比較的人力變動。

表 1.22 2021 至 2024 人力推算 (職位數目) - 出版

職級	2021	2022	2023	2024
經理	1 653 (-1.4%)	1 632 (-1.3%)	1 614 (-1.1%)	1 599 (-0.9%)
主任	3 016 (1.5%)	3 058 (1.4%)	3 095 (1.2%)	3 128 (1.1%)
技術人員	5 256 (-1.5%)	5 190 (-1.3%)	5 137 (-1.0%)	5 096 (-0.8%)

註：職位數目包括僱員與空缺。括號中的百分比數目是與上年比較的人力變動。

1.29 經考慮外圍因素、經濟趨勢、技術發展、勞動力模式與行業未來前景，估計每年額外人力需求已於表 1.23 與表 1.24 列示。

表 1.23 估計每年額外人力需求 - 印刷媒體

職級	每年額外人力需求
技師/ 管理	59
技術員/ 督導	187
技工	173

表 1.24 估計每年額外人力需求 - 出版

職級	每年額外人力需求
經理	49
主任	131
技術人員	156

1.30 按照附錄 15 本地大專院校與職業專才教育機構提供的資料推算，估計 2021 及 2022 年的印刷媒體與出版業對印刷媒體和出版設計人力的需求¹ 和供應見表 1.25。結果反映全部三個職級未來數年都需要大量人力供應。

表 1.25 2021 及 2022 估計人力需求及供應

職級	2021		2022	
	估計人力需求 *	估計人力供應	估計人力需求 *	估計人力供應
技師/ 管理/ 經理	63	28	63	28
技術員/ 督導/ 主任	228	13	228	13
技工/ 技術人員	215	106	215	103

¹ 估計需求包括 (a)印刷媒體及 (b)以下需要印刷媒體及出版業設計技能的出版業職位：(i) 設計總監／美術總監／設計經理；(ii) 製作總監／製作經理；(iii) 設計師；(iv) 製作主任；(v) 電子出版主任；(vi) 助理設計員；(vii) 桌面排版／電子出版操作員；及 (viii) 製作助理

建議

1.31 以下摘要了提供予持份者有關人力與培訓需求的主要建議：

印刷媒體及出版業

- a. 以年輕人及相關持份者為對象，重塑印刷媒體業形象，並突出行業的優秀產品、所採納的科技，以及與行業相關的機會。
- b. 行業應與時並進，採用新科技與相關技能，特別是有關工業 4.0、數碼印刷、包裝設計、國際標準化、電子印刷、AR 與多媒體、網上零售與數碼行銷。
- c. 因應業內要求，促進終身學習與提升技能。

僱主

- d. 協助僱員裝備知識與技能，尤其在工業 4.0 與創意產品方面，例如特殊設計的包裝、具數碼特色的印刷書籍或材料、數碼印刷、數碼內容管理等，以提升機構實力。
- e. 對難以招聘或挽留的職位採取靈活的招聘策略，尤其在印刷媒體業。
- f. 提供貼近市場水平的薪酬待遇，提升工作滿足感及增加工作自主權，以挽留優秀僱員。
- g. 提供內部培訓，協助僱員發展多重技能，以便因應業務環境變遷而靈活調配人手。
- h. 參與「職學計劃」等學徒計劃，並支持職場學習及評核，為行業培育訓練有素的人才。

僱員

- i. 積極與僱主訂定培訓與發展方向，以提升原有技能，並掌握新技能。
- j. 密切關注與工業 4.0、數碼印刷、網上學習與電子出版相關的最新科技應用。

培訓機構

- k. 與僱主合作，促進學員在真實的培訓環境中學習，例如採用職場學習及評核。
- l. 在職前與在職培訓中，加強團隊合作、設計思維、企業家精神與創新。
- m. 在相關課程中納入最具培訓需求的範疇，例如市場管理、最新的印前與印刷技術。
- n. 為在職從業員提供短期線上訓練課程，以助隨時隨地提升技能。

政府

- o. 資助從業員接受業內嶄新科技的培訓及提升技能。
- p. 推廣職業專才教育的重要性，並向中學生、家長和教師介紹其升學途徑。

2 緒論

背景

2.1 印刷媒體及出版業訓練委員會（下稱訓練委員會）由香港特別行政區政府委任，隸屬職業訓練局（下稱VTC），負責分析印刷媒體及出版業的人力情況與培訓需求。訓練委員會成員由主要商會、工會、專業團體、教育和培訓機構及政府部門提名出任。人力調查工作小組由訓練委員會主席及指定成員組成。訓練委員及工作小組成員名單及職權範圍見**附錄1、2與3**。

2.2 印刷媒體及出版業人力調查由2020年起每四年進行一次，期間透過聚焦小組與桌面研究蒐集資料，編撰兩次人力更新調查報告，以更準確地反映技術人力供求的變化趨勢。報告中的僱員與人力是指預期運用行業知識與技術能力完成工作的員工。

2.3 本人力調查的數據於2020年7月至9月蒐集，統計日期定為2020年7月2日。本報告呈述調查結果與分析印刷媒體及出版業的最新人力情況，並就人力發展向僱主、僱員與培訓機構等業內不同持份者提出建議。

目標

2.4 印刷媒體及出版業人力調查的目的如下：

- (a) 蒐集業內主要職務的最新人力資訊，並按職級及行業劃分
- (b) 評估技術人力情況
- (c) 預測未來短期內的培訓需求
- (d) 向 VTC 與相關持份者提出制訂培訓策略的建議，以配合人力需求

調查範圍

2.5 是次調查採用分層隨機抽樣法進行實地調查，從香港特別行政區政府統計處（下稱統計處）編製的《香港標準行業分類》記錄的4 836間機構抽出819間，另包括86個補充樣本。在共905個樣本之中，645個來自印刷媒體業、260個來自出版業。調查涵蓋的行業與門類列示如下：

- (a) 印刷媒體業
 - (i) 報紙印刷
 - (ii) 商業印刷
 - (iii) 印刷及有關活動（主要為書籍釘裝、賀卡的美化修飾、印刷版製作、排字及加印浮凸花紋等）
 - (iv) 紙容器、紙盒及紙板容器的製造（只限印刷相關活動）
 - (v) 印務代理
 - (vi) 印刷器材及物料供應商、金屬罐製造商
 - (vii) 學術機構的印刷部門

- (b) 出版業
 - (i) 報紙出版
 - (ii) 出版及有關活動
 - (iii) 書報及期刊批發
 - (iv) 書報及期刊進出口貿易
 - (v) 選定機構的出版部門

3 調查方法

樣本設計

3.1 按照香港特別行政區政府統計處（下稱統計處）編製的《香港標準行業分類》，印刷媒體及出版業機構有4 836家業內機構（3 363家印刷媒體業和1 473家出版業）。是次調查採用分層隨機抽樣法並按訓練委員會建議加入86 個補充樣本，抽樣調查共905間機構，其中645間來自印刷媒體業、260間來自出版業。詳細抽樣計劃見**附錄10**。

問卷設計

3.2 調查問卷分為兩部分。第一部分按職級及主要職務蒐集定量的人力資料，第二部分蒐集人力情況的補充資料。主要職務列表由訓練委員會編製，每項職務均有詳細工作說明，並分為以下四個技能等級：

- (a) 技師/ 管理/ 經理級
- (b) 技術員/ 督導/ 主任級
- (c) 技工/ 技術人員級
- (d) 非技術人員級

3.3 鑑於職稱在各機構可能不盡相同，回覆機構需按主要職務的工作說明與技能等級提供人力資料。詞彙釋義及調查文件（包括問卷樣本、附註及主要職務工作說明）載於**附錄4與5**。

數據蒐集

3.4 數據蒐集於2020年7月至9月進行，向獲邀機構發送整套調查文件，請填覆者以2020年7月2日為調查日期，提供當時的人力資料。調查期間，統計員致電或造訪個別機構，協助機構人員填妥問卷。

3.5 調查採取各種措施，以確保蒐集數據過程穩妥，包括調查前的準備、為調查人員提供充足培訓、監察調查進度、透過不同措施提高回應率、核對填妥的問卷、雙重輸入資料以求準確、驗證所蒐集的數據等。質素保證措施詳列於**附錄6**。

數據分析

3.6 在701間有效抽樣機構中，665間提供所需資料，有效填覆率達94.9%²。考慮到(a) 各門類的回應率令人滿意；(b) 公眾熟識和具規模的機構填覆率令人滿意，以及(c) 從樣本機構調查所得的結果可運用統計學方法倍大，訓練委員會總結認為，本報告所載的調查結果足以反映本業的人力情況。個別行業取得的填覆率亦足以編製成有意義的分類分析。填覆問卷調查的概況載於**附錄7**。

人力需求推算方法

3.7 考慮過往數據的加權平均數值，報告採用了「調節過濾法」(AFM) 估算印刷媒體及出版業的人力情況，以及2021至2024年所需的額外人手。推算方法詳載於**附錄8**。

² 暫停運作、轉業、無回應調查的抽樣機構視作無效。

4 調查結果

A. 印刷媒體及出版業概覽

4.1 於 2020 年 7 月 2 日，共 24 624 人受聘於印刷媒體及出版業，其中 60.0%（14 774 人）受聘於印刷媒體業，40.0%（9 850 人）受聘於出版業；而 46.1% 為技工／技術人員級，36.7% 為技術員／督導級，詳見圖 4.1a 及 4.1b。

圖 4.1a 各行業僱員分布情況

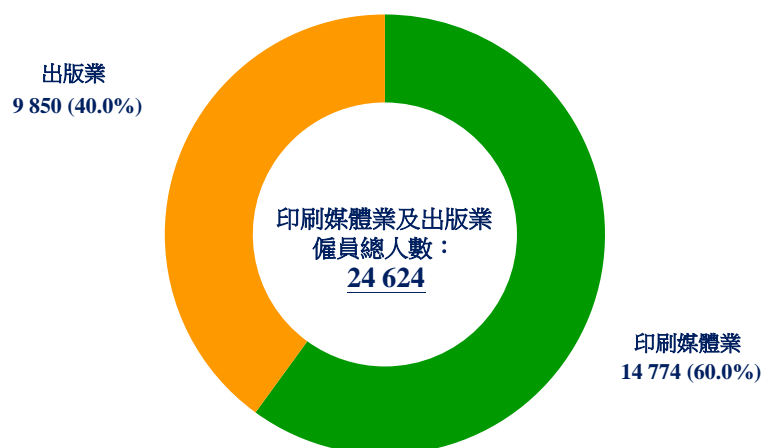
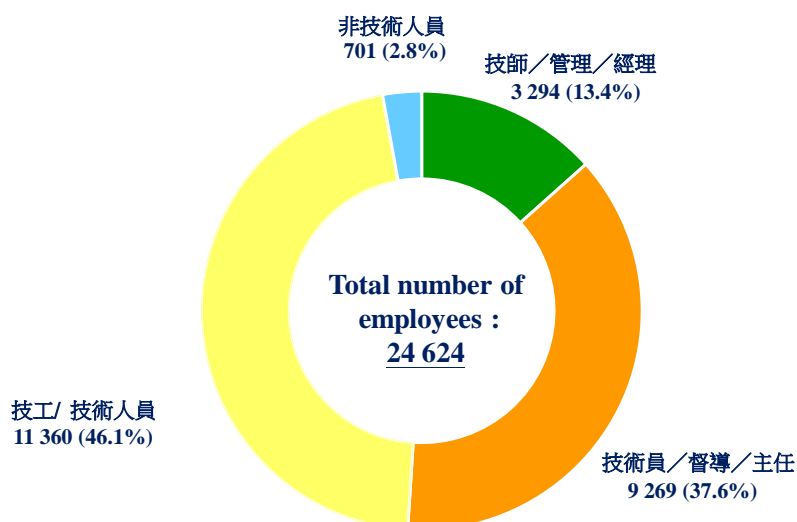


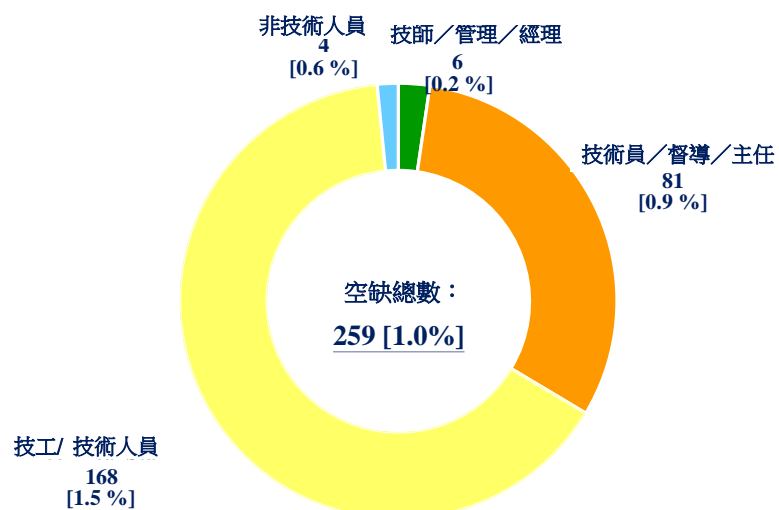
圖 4.1b 各職級僱員分布情況



註： 因四捨五入，百分率總和未必是 100%。

4.2 如圖 4.2 所示，印刷媒體及出版業於 2020 年 7 月 2 日共有 259 個職位空缺，大部分空缺來自技工/技術人員級及技術員/督導/主任級。

圖 4.2 各職級空缺分布情況



註: []方括號中數字顯示空缺率(指定職級) = $\frac{\text{全職空缺數目}}{\text{全職僱員人數} + \text{全職空缺數目}}$

B. 印刷媒體業

僱員人數

4.3 於 2020 年 7 月 2 日，受聘於印刷媒體業共有 14 774 人，當中 59.4% 僱員從事商業印刷（見圖 4.3a），42.8% 屬技術員／督導級，而 41.5% 為技工級（見圖 4.3b）。

圖 4.3a 印刷媒體 – 各門類僱員分布情況

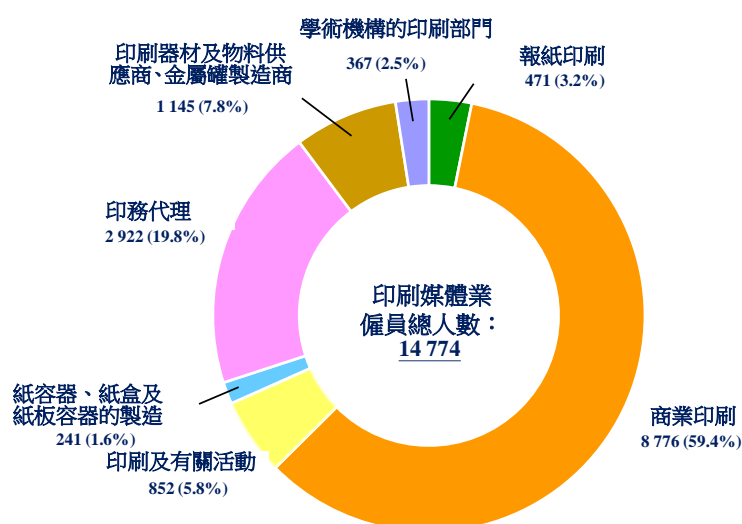
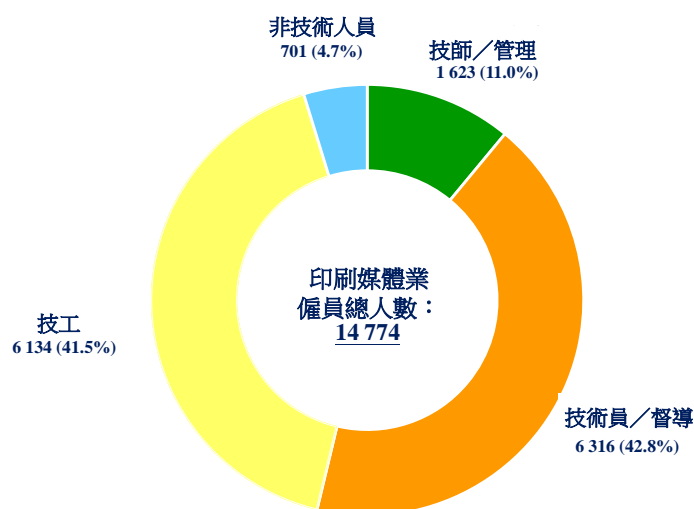


圖 4.3b 印刷媒體 – 各職級僱員分布情況



註： 因四捨五入，百分率總和未必是 100% 。

所佔比例較高的主要職務

4.4 如下表 4.1 所示，印刷媒體業中佔比例較高的主要職務佔僱員總人數的 55.1%。

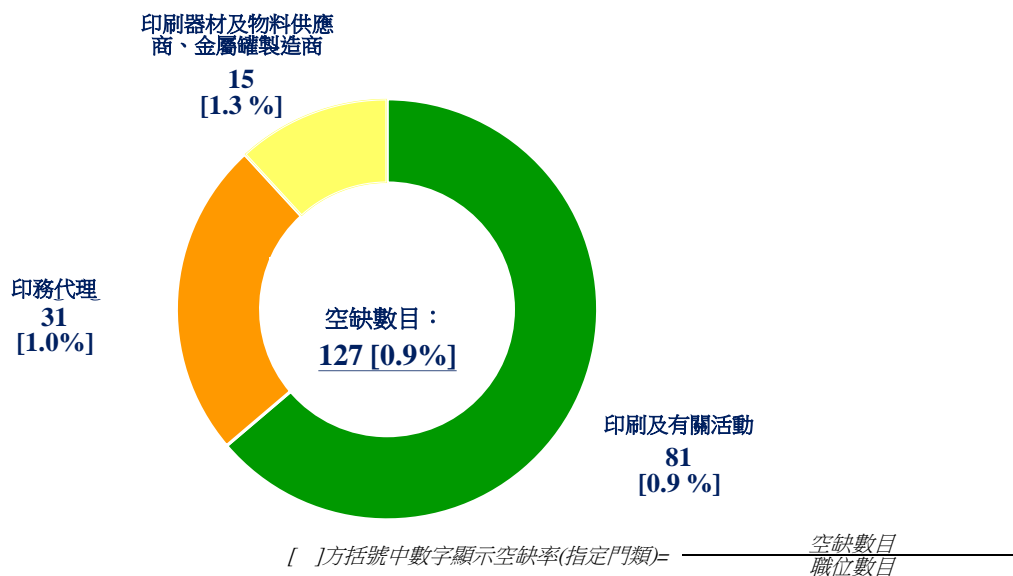
表 4.1 佔比例較高的主要職務 - 印刷媒體

排名	重要主要職務	僱員數目(%)
1	◆ 營業代表／客戶服務員／跟單員／市場推廣員	3 410 (23.1%)
2	◆ 單張給紙式柯式平版機印刷技工	2 038 (13.8%)
3	◆ 裝訂技工	1 008 (6.8%)
4	◆ 印前技術員	844 (5.7%)
5	◆ 數碼印刷系統操作技工	841 (5.7%)

空缺數目

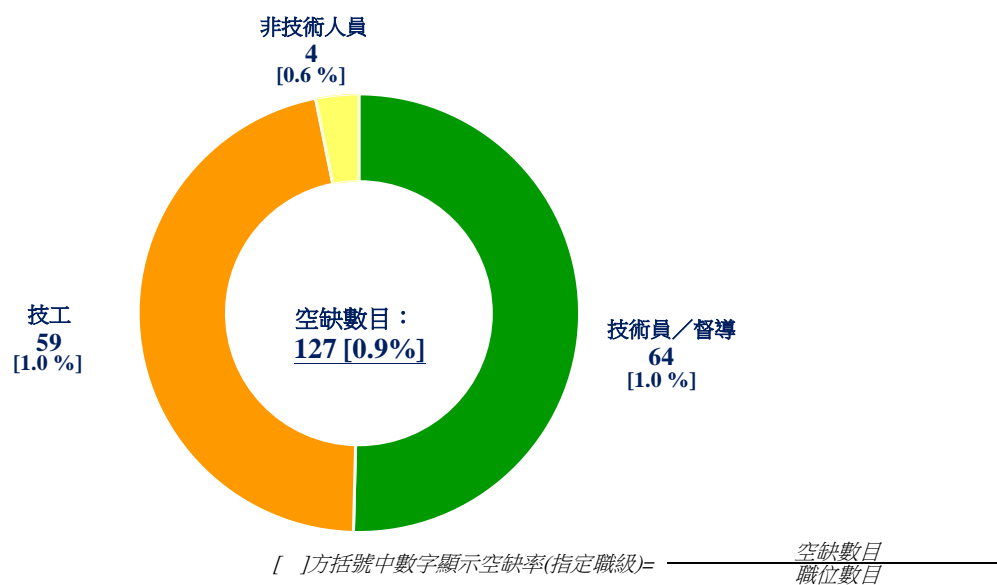
4.5 調查期間，印刷媒體業共有 127 個空缺，空缺率佔業內僱員總數的 0.9%。大部分空缺分布在商業印刷門類（81），集中於技術員／督導級（64）及技工級（59），詳見圖 4.4a 與 4.4b。

圖 4.4a 印刷媒體 – 各門類空缺分布情況



註：“職位空缺”指需要立刻填補的職位空缺，而公司於調查期間正積極招聘。

圖 4.4b 印刷媒體 – 各職級空缺分布情況



註：“職位空缺”指需要立刻填補的職位空缺，而公司於調查期間正積極招聘。

所佔比例較高的空缺職務

4.6 如下表 4.2 所示，印刷媒體業所佔比例較高的主要空缺佔空缺總數的 77.1%。

表 4.2 佔比例較高的主要空缺 - 印刷媒體

排名	佔比例較高的空缺	空缺數目(%)
1	◆ 單張給紙式柯式平版機印刷技工	45 (35.4%)
2	◆ 營業代表／客戶服務員／跟單員／市場推廣員	33 (26.0%)
3	◆ 印前技術員	20 (15.7%)

僱主計劃招聘的受訓者／學徒人數

4.7 商業印刷門類公司計劃來年只會招聘五個技工／督導級的見習員／學徒。

僱主預測的人力需求

4.8 僱主預期印刷媒體業的人力需求在 2021 年僅輕微下降 (-0.05%)，由 2020 年 7 月的 14 901 個原有職位，減至 2021 年 7 月的 14 894 個。

表 4.3 僱主預測 2021 年的人力需求 - 印刷媒體

僱員人數 (a)	空缺數目 (b)	職位總數 (c = a + b)	預測 2021 年 僱員人數 (d)	預測 2021 年人力 增加／減少 (e = d - c)	百分率變化
14 774	127	14 901	14 894	-7	-0.05%

每月平均收入

4.9 印刷媒體業從業員每月平均收入集中於\$10,001至\$20,000，涵蓋大部分技工級僱員的收入幅度。技術員／督導級平均月薪集中於\$15,001至\$30,000，而技師／管理級平均月薪集中於\$20,001至\$45,000。平均每月收入分佈情況載於表4.4。

表 4.4 每月平均收入 (按職級)- 印刷媒體

職級	每月平均收入						
	\$10,000 或以下	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	\$60,000 以上
技師/ 管理	*	0.1%	8.3%	44.1%	39.4%	5.2%	2.7%
技術員/ 督導	*	19.1%	40.2%	36.0%	4.5%	0.2%	*
技工	0.4%	55.2%	42.3%	2.1%	*	*	*
非技術人員級	45.3%	53.2%	1.5%	*	*	*	*
總人數	2.3%	33.7%	35.8%	21.1%	6.2%	0.6%	0.3%

註: * 少於0.05%

僱員宜有教育程度

4.10 印刷媒體業僱員宜有教育程度隨職級遞升，技師／管理級僱員宜持有學士學位或以上，而技術員／督導級宜有文憑／證書或中四至中七學歷，技工級僱員則宜持有中七或以下學歷。分布情況於表4.5列示。

表 4.5 僱員宜有教育程度 (按職級)- 印刷媒體

職級	僱員宜有教育程度					
	研究生學位	學士學位	副學士 (例如高文憑)	文憑/證書	中四至中七	中三或以下
技師/ 管理	1.6%	48.9%	8.0%	19.2%	22.4%	*
技術員/ 督導	*	7.1%	13.2%	42.2%	37.6%	*
技工	*	*	*	7.5%	53.2%	39.3%
總人數	0.2%	8.9%	6.9%	24.6%	42.5%	16.9%

註: * 少於0.05%

僱員宜有訓練方式及訓練期

訓練方式

4.11 印刷媒體業僱主普遍屬意各職級僱員採用在職訓練，分布情況於表 4.6 列示。

表 4.6 僱員宜有訓練方式 (按職級) - 印刷媒體

職級	僱員宜有訓練方式		
	在職訓練	學徒訓練	其他
技師/ 管理	98.8%	1.0%	0.2%
技術員/ 督導	99.9%	0.1%	*
技工	96.0%	4.0%	*
總人數	98.1%	1.9%	*

註: * 少於0.05%

訓練期

4.12 印刷媒體業僱員宜有訓練期隨職級遞增，技師／管理級僱員的宜有訓練期主要為 3 年或以上，技術員／督導級僱員的宜有訓練期為 1 年至 3 年，技工級僱員的宜有訓練期為 6 個月至 1 年。分布情況於表 4.7 列示。

表 4.7 僱員宜有訓練期 (按職級) - 印刷媒體

職級	僱員宜有訓練期					
	4 年或以上	3 年至 4 年以下	2 年至 3 年以下	1 年至 2 年以下	6 個月至 1 年以下	6 個月以下
技師/ 管理	46.2%	14.2%	38.4%	1.2%	*	*
技術員/ 督導	13.8%	17.9%	22.6%	45.5%	*	0.1%
技工	5.8%	2.5%	8.2%	19.6%	63.8%	*
總人數	14.1%	10.9%	18.2%	29.2%	27.5%	0.1%

註: * 少於0.05%

過去 12 個月離職及招聘的僱員人數

僱員離職

4.13 在印刷媒體業的三個僱員職級中，技工級僱員為過去 12 個月離職人數最多（375），亦為 2020 年流動率最高的職級（6.1%）。如表 4.8 所示，整個行業錄得 4.0% 的整體流動率。

表 4.8 過去 12 個月離職人數及流動率（按職級）- 印刷媒體

職級	僱員離職人數	流動率*
技師/ 管理	56	3.5%
技術員/ 督導	170	2.7%
技工	375	6.1%
總人數	601	4.0%

註: * 流動率 = 過去 12 個月離職僱員人數 / (僱員人數 + 空缺數目)

僱員招聘

4.14 在業內過去 12 個月新招聘的 359 名僱員，當中大部分屬技工級（201）。如表 4.9 所示，機構在招聘三個職級僱員時，均傾向選擇擁有行業經驗的應徵者。

表 4.9 過去 12 個月僱員招聘（按職級）- 印刷媒體

職級	具備行業經驗的新招聘 (a)	未具行業經驗的新招聘 (b)	新招聘總人數 (a) + (b)
技師/ 管理	24 (63.2%)	14 (36.8%)	38 [2.3%]
技術員/ 督導	80 (66.7%)	40 (33.3%)	120 [1.9%]
技工	130 (64.7%)	71 (35.3%)	201 [3.2%]
總人數	234 (65.2%)	125 (34.8%)	359 [2.4%]

註:

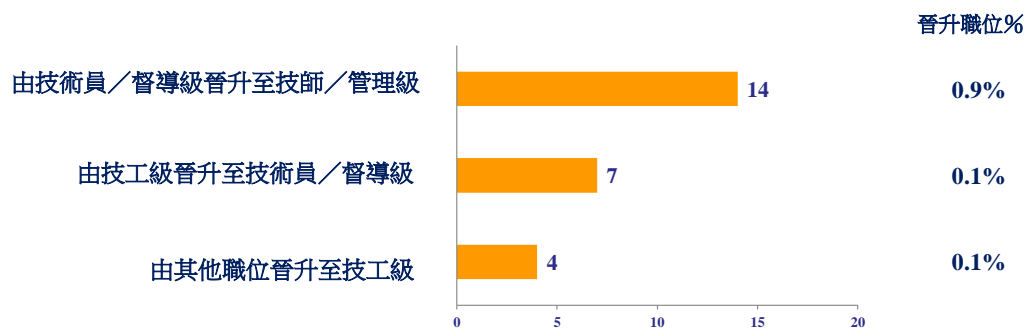
() 按職級佔新招聘總人數的百分率

[] 按職級佔職位總數的百分率

內部晉升

4.15 在過去 12 個月，印刷媒體業共有 25 名僱員在公司內晉升至更高職位。

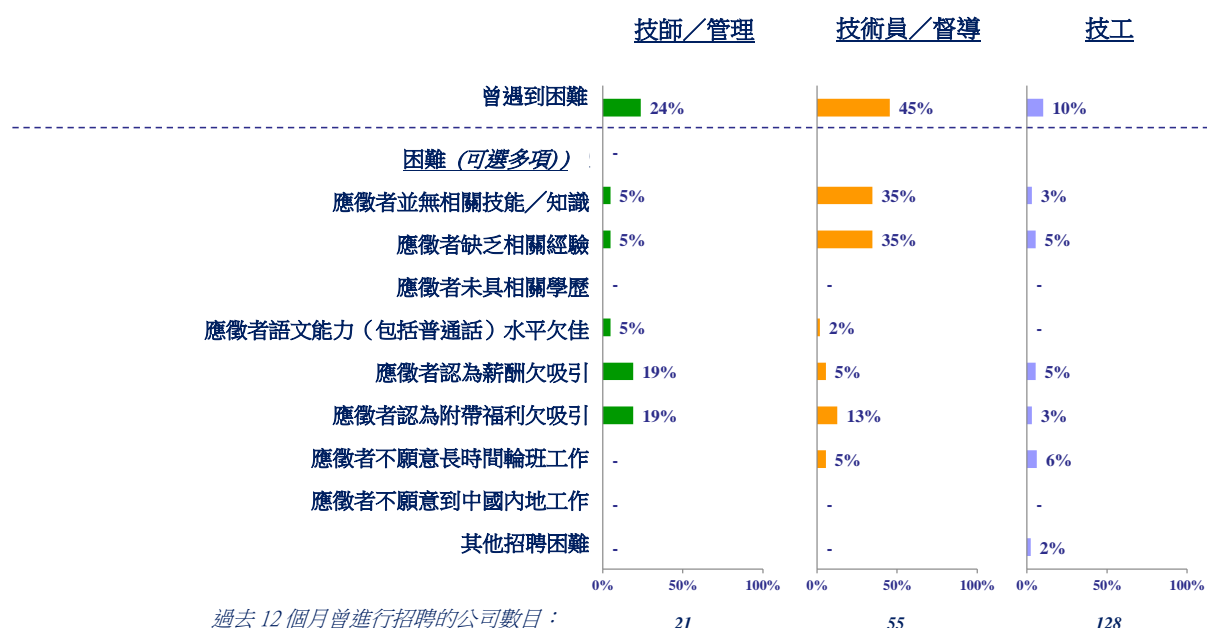
圖 4.5 過去 12 個月內部晉升的僱員 - 印刷媒體



招聘困難

4.16 在過去 12 個月，業內少部分的機構曾進行招聘。在曾參與招聘的機構中，45% 報稱在招聘技術員/督導級員工時遇到困難。其面對的困難包括「應徵者並無相關技能/知識」及「應徵者缺乏相關經驗」。比較而言，較少機構在聘請技師/管理級（24%）及技工級（10%）遇到困難。詳載於圖 4.6。

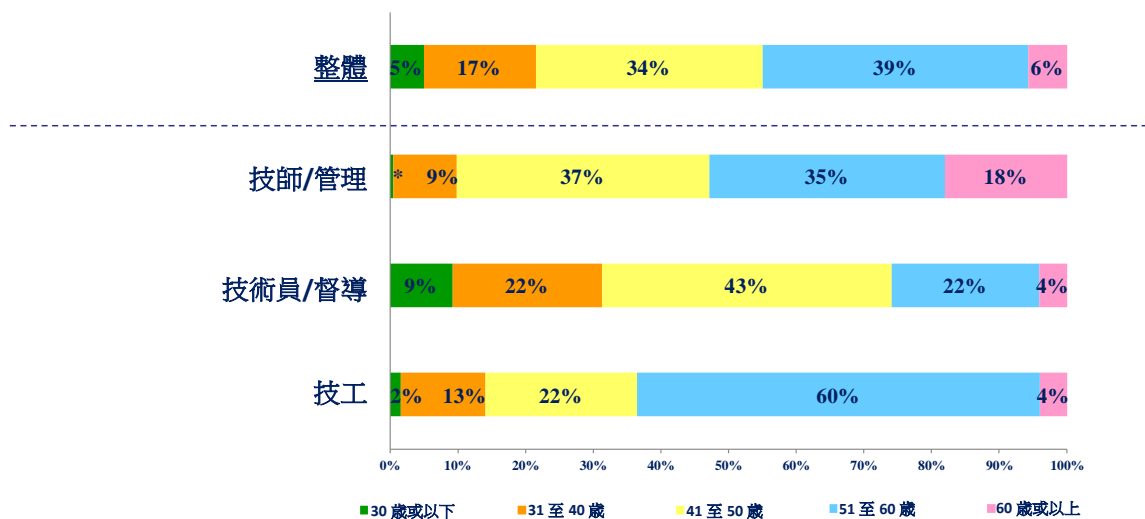
圖 4.6 過去 12 個月遇到的招聘困難 – 印刷媒體



僱員年齡

4.17 印刷媒體業正面對勞工老化的挑戰。超過 40% 的僱員年過 50，而在技工級中百分比更是最高（超過 60%）。圖 4.7 顯示僱員的年齡分布。

圖 4.7 按職級僱員年齡分佈 (按職級) - 印刷媒體



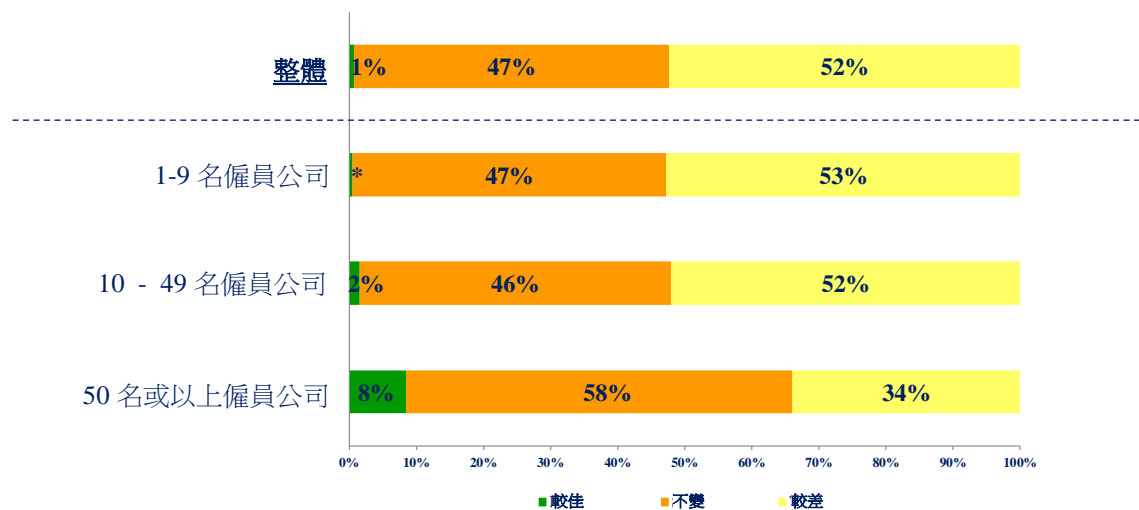
註: * 少於0.05%
因四捨五入，百分率總和未必是 100%。

僱主預測業務狀況和數碼印刷業務

業務狀況

4.18 在僱用超過 50 名員工的印刷媒體機構中，約 60% 預期業務情況維持不變，約三分之一預期將會較差。在僱用 49 名或以下員工的印刷媒體機構中，約半數預期來年的業務會更差，47% 預期會維持不變。詳載於圖 4.8。

圖 4.8 僱主預測來年業務狀況 (按公司規模) - 印刷媒體

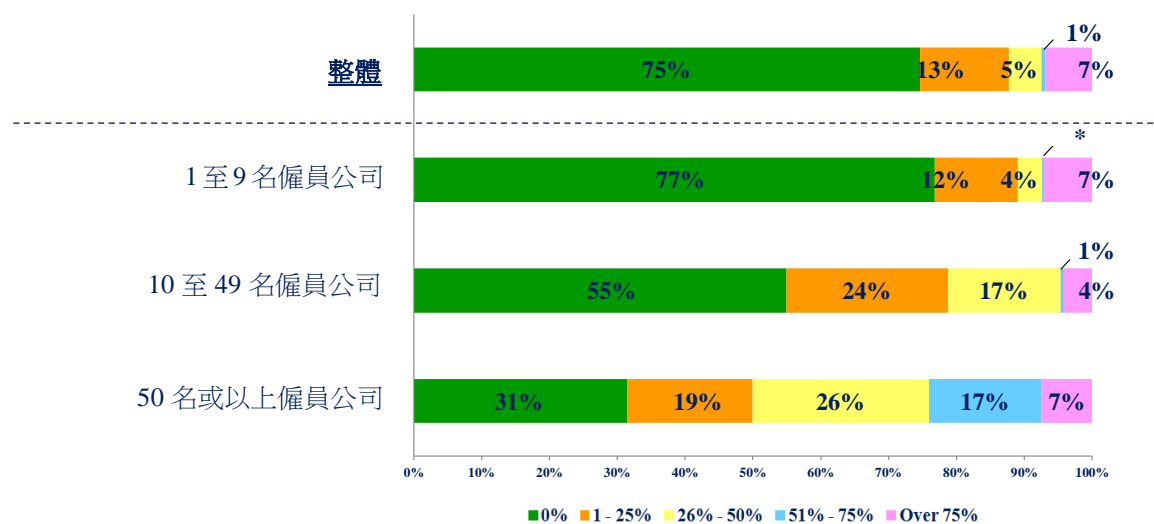


註: * 少於 0.05%
因四捨五入，百分率總和未必是 100%。

數碼印刷

4.19 在印刷媒體業，僱員人數越多的機構從事數碼印刷的百分比較高。僱用 1 至 9 名員工的機構預期未來一年會有 23% 的業務涉及數碼印刷，而僱用 10 至 49 名員工的機構則預期數碼印刷業務的百份比增至 45%，擁有超過 50 名或以上僱員的機構預測數碼印刷業務佔 69%。未來一年數碼印刷業務百分比已詳列於圖 4.9。

圖 4.9 僱主預測來年數碼印刷業務百份率 (按公司規模) - 印刷媒體



註: * 少於 0.05%
因四捨五入，百分率總和未必是 100%。

培訓需要

4.20 印刷媒體的技師/管理級及技術員/督導級的僱員需擁有廣泛的技能，而技工級僱員的培訓需要則集中於業內專業技能。各職級中首三類培訓需要詳見表 4.10。僱主認為各級最需要的培訓項目詳載於表 4.11。

表 4.10 首三位 培訓需要 (按職級) - 印刷媒體

技師/ 管理級	技術員/ 督導級	技工級
經銷管理	客戶服務	印刷技術
溝通技巧	電腦圖像處理與網頁設計	印前技術
普通話	印前技術	機械維修及保養

表 4.11 首要 培訓需要 (按職級) - 印刷媒體

技師/ 管理級	技術員/ 督導級	技工級
經銷管理	印前技術	印刷技術

統計表

4.21 印刷媒體業的詳細人力統計資料載於**附錄 9**。

C. 出版業

僱員人數

4.22 於 2020 年 7 月 2 日共有 9 850 人受僱於出版業，62.3% 受僱於出版及有關活動門類。53.1% 屬技術人員級，30.0% 為主任級，詳見圖 4.10 及 4.10b。

圖 4.10a 出版 - 各門類僱員分布情況

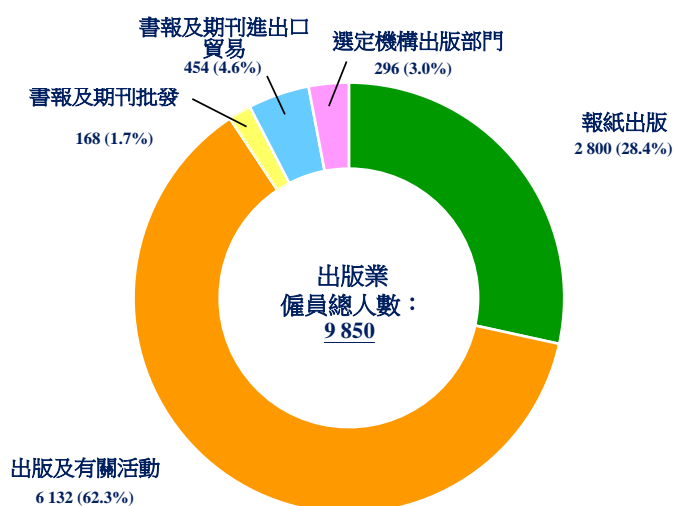
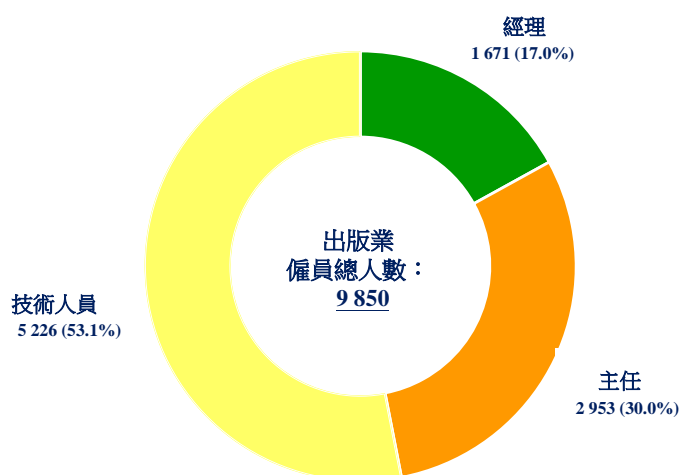


圖 4.10b 出版 - 各職級僱員分布情況



註：因四捨五入，百分率總和未必是 100%。

所佔比例較高的主要職務

4.23 出版業佔比例較高的主要職務佔僱員總人數 53.5%，分布情況見表 4.12。

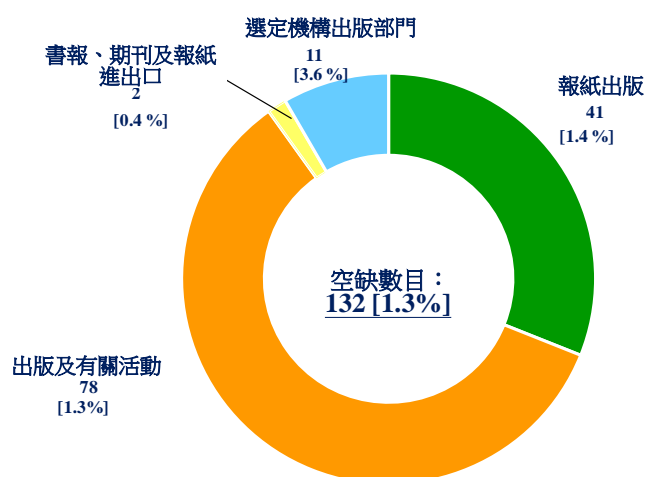
表 4.12 佔比例較高的主要職務 - 出版

排名	佔比例較高主要職務	僱員數目(%)
1	◆ 編輯／助理編輯／美術編輯／校對員	2 356 (23.9%)
2	◆ 營業代表／營業主任	863 (8.8%)
3	◆ 桌面排版 / 電子出版操作員	766 (7.8%)
4	◆ 高級編輯	756 (7.7%)
5	◆ 設計師	531 (5.4%)

空缺數目

4.24 在調查期間，出版業共有 132 個空缺，空缺率佔業內僱員總數的 1.3%。大部分的空缺均來自出版及有關活動門類(78)，集中於技術人員級(109)，詳見圖 4.11a 及 4.11b。

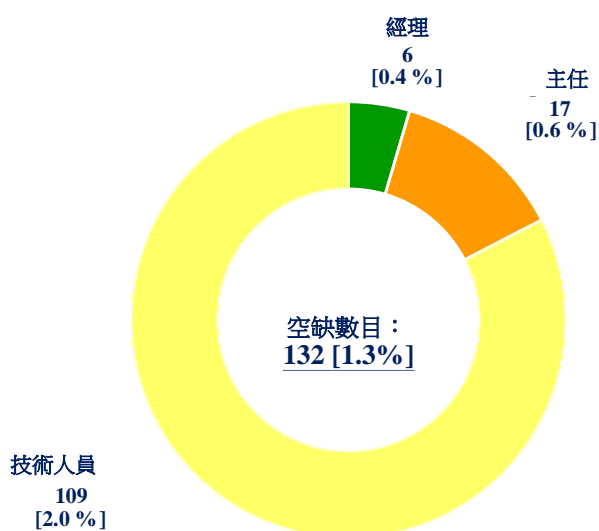
圖 4.11a 出版 - 各門類空缺分布情況



[]方括號中數字顯示空缺率(指定門類)= $\frac{\text{空缺數目}}{\text{職位數目}}$

註: “職位空缺”指需要立刻填補的職位空缺，而公司於調查期間正積極招聘。

圖 4.11b 出版 - 各職級空缺分布情況



[]方括號中數字顯示空缺率(指定職級)= $\frac{\text{空缺數目}}{\text{職位數目}}$

註: “職位空缺”指需要立刻填補的職位空缺，而公司於調查期間正積極招聘。

佔比例較高的空缺職務

4.25 出版業所佔比例較高的主要空缺佔空缺總數的 75.0%，詳載於表 4.13。

表 4.13 佔比例較高的主要空缺 - 出版

排名	佔比例較高的空缺	空缺數目(%)
1	◆ 編輯／助理編輯／美術編輯／校對員	87 (65.9%)
2	◆ 營業代表／營業主任	12 (9.1%)

僱主計劃招聘的受訓者／學徒人數

4.26 僱主計劃來年招聘共 17 個受訓者／學徒，大部分屬於出版及有關活動門類（10），並集中於技術人員級（13），詳載於表 4.14。

表 4.14 未來一年僱主計劃招聘的受訓者／學徒人數（按門類和職級）

門類	受訓者／學徒人數			
	經理級	主任級	技術人員級	總人數
報紙出版	0	0	5	5
出版及有關活動	0	2	8	10
書報及期刊批發	0	0	0	0
書報、期刊及報紙進出口	0	2	0	2
選定機構出版部門	0	0	0	0
總人數	0	4	13	17

僱主預測的人力需求 *

4.27 僱主預期出版業的人力需求將由2020年7月原有9 982跌至2021年7月9 972個職位，反映輕微下調（0.1%）。

表 4.15 僱主預測 2021 年的人力需求 - 出版

僱員人數 (a)	空缺數目 (b)	職位總數 (c = a + b)	預測 2021 年 僱員人數 (d)	預測 2021 年人力 增加/減少 (e = d - c)	百分率變化
9 850	132	9 982	9 972	-10	-0.10%

註：*謹此提醒讀者，行業人力需求情況正受到環球與本地經濟不明朗因素影響，而政府亦推出支援企業的措施，例如資助2020年6月至8月及9月至11月的兩期「保就業」措施，因此詮釋僱主預測人力需求時務請審慎。

每月平均收入

4.28 與印刷媒體業同級僱員相比，出版業各級僱員的平均月薪較高。出版業人員的平均月薪集中於\$15,001-\$30,000之間，並涵蓋了大部分主任級僱員的月薪。技術人員的月薪集中於\$10,001-\$20,000，而經理級則集中於\$20,001-\$45,000。每月平均收入分布資料載於表 4.16。

表 4.16 每月平均收入 (按職級) - 出版

職級	每月平均收入						
	\$10,000 或 以下	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	\$60,000 以上
經理	*	*	2.3%	23.3%	52.9%	9.7%	11.9%
主任	*	0.4%	30.6%	57.8%	9.9%	1.3%	*
技術人員	*	22.3%	64.8%	12.3%	0.6%	*	*
總人數	*	12.0%	44.1%	27.8%	12.1%	2.0%	2.0%

註：* 少於0.05%

僱員宜有教育程度

4.29 相對在印刷媒體業，出版業僱員宜持有較高教育水準。大部分出版業的經理級僱員要求需宜持有學士學位或以上。約一半的主任級僱員宜持有學士或以上學位，而 45% 宜有副學士或文憑/證書。技術人員一般宜有副學士學位或文憑/證書。分布資料詳載於表 4.17。

表 4.17 僱員宜有教育程度 (按職級) - 出版

職級	僱員宜有教育程度					
	研究生學位	學士學位	副學士 (例如高文憑)	文憑/證書	中四至中七	中三或以下
經理	5.4%	93.0%	0.3%	1.1%	0.3%	*
主任	*	51.9%	20.5%	24.6%	3.1%	*
技術人員	*	4.1%	39.5%	43.0%	13.0%	0.4%
總人數	1.0%	35.1%	26.5%	29.7%	7.6%	0.2%

註: * 少於0.05%

僱員宜有訓練方式及訓練期

訓練方式

4.30 與印刷媒體業相類，在職培訓一般宜在出版業的各階層，僱主一般屬意各職級僱員採用在職培訓，分布詳列於表 4.18。

表 4.18 僱員宜有訓練方式 (按職級) - 出版

職級	僱員宜有訓練方式		
	在職訓練	學徒訓練	其他
經理	99.8%	*	0.2%
主任	99.8%	*	0.2%
技術人員	99.9%	*	0.1%
總人數	99.9%	*	0.1%

註: * 少於0.05%

訓練期

4.31 出版業僱員宜有訓練期隨職級遞升。經理級僱員宜有訓練期為 3 年或以上，主任級職員為 1 至 3 年，技術人員職級為 6 個月至 2 年。分布資料詳列於表 4.19。

表 4.19 僱員宜有訓練期 (按職級) - 出版

職級	僱員宜有訓練期					
	4 年或以上	3 年至 4 年以下	2 年至 3 年以下	1 年至 2 年以下	6 個月至 1 年以下	6 個月以下
經理	41.6%	17.4%	36.7%	4.3%	*	*
主任	13.8%	10.2%	36.3%	39.7%	*	*
技術人員	2.1%	3.5%	18.0%	30.6%	45.8%	*
總人數	12.6%	8.0%	26.9%	28.8%	23.6%	*

註: * 少於0.05%

過去 12 個月離職及招聘的僱員人數

僱員離職

4.32 在三個僱員職級中，過去 12 個月最多技術人員離職 (298)，為 2020 年流動率中最高 (5.6%)。如表 4.20 所示，整個行業錄得總流動率 5.0%。

表 4.20 過去 12 個月離職及流失率 (按職級) - 出版

職級	僱員離職人數	流動率*
經理	45	2.7%
主任	159	5.4%
技術人員	298	5.6%
總人數	502	5.0%

註:* 流動率 = 過去 12 個月離職僱員人數 / (僱員人數 + 空缺數目)

僱員招聘

4.33 出版業在過去 12 個月新招聘的 478 個僱員，當中大部分屬於技術人員級 (294)。如表 4.21 顯示，在招聘各職級僱員時，機構均偏向取錄具有行業經驗僱員。

表 4.21 過去 12 個月僱員招聘 (按職級) - 出版

職級	具備行業經驗的新招聘 (a)	未具行業經驗的新招聘 (b)	新招聘總人數 (a) + (b)
經理	29 (74.4%)	10 (25.6%)	39 [2.3%]
主任	112 (77.2%)	33 (22.8%)	145 [4.9%]
技術人員	265 (90.1%)	29 (9.9%)	294 [5.5%]
總人數	406 (84.9%)	72 (15.1%)	478 [4.8%]

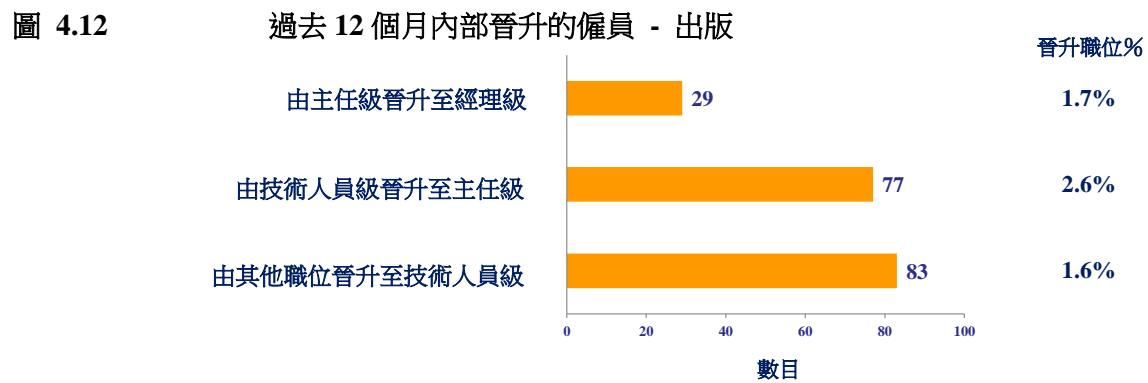
註:

() 按職級佔新招聘總人數的百份率

[] 按職級佔職位總數的百份率

內部晉升

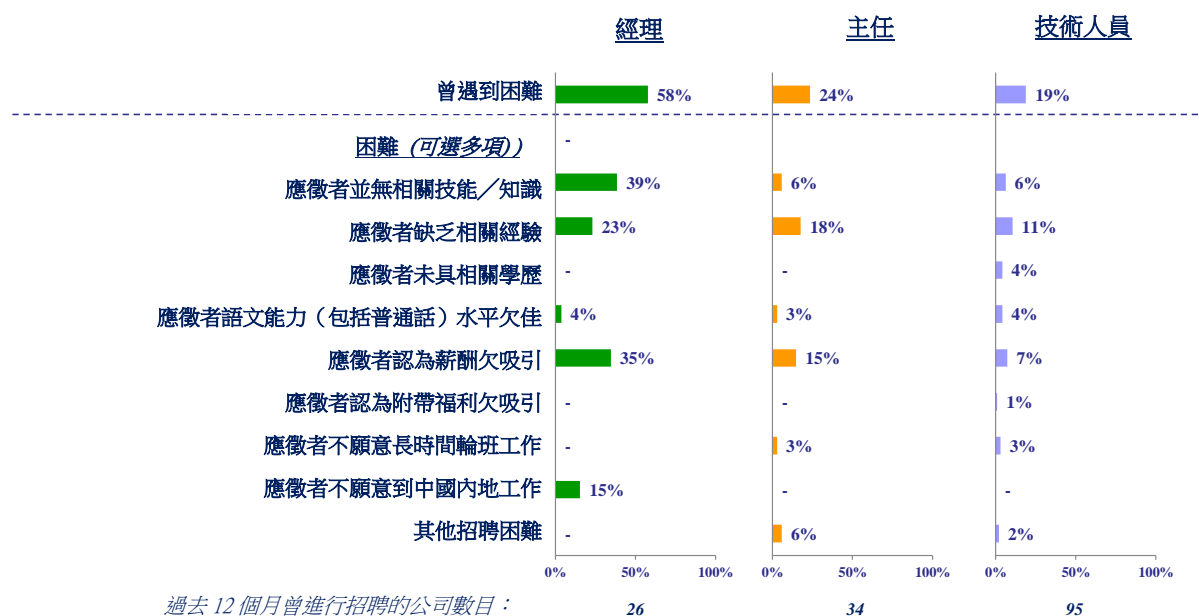
4.34 過去 12 個月，出版業共 189 名僱員獲公司內部晉升，相較晉升至經理級，技術人員級（83 名僱員）及主任級（77 名僱員）有更多晉升機會。



招聘困難

4.35 少數出版公司曾於過去 12 個月招聘人手。在有參與招聘的機構當中，58%報稱在聘請經理級僱員時遇到困難。所遇到的困難主要是「應徵者並無相關技能/知識」、「應徵者認為薪酬欠吸引」及「應徵者缺乏相關經驗」。較少機構報稱在招聘主任級員工（24%）和技術人員級（19%）時遇到困難。詳見圖 4.13。

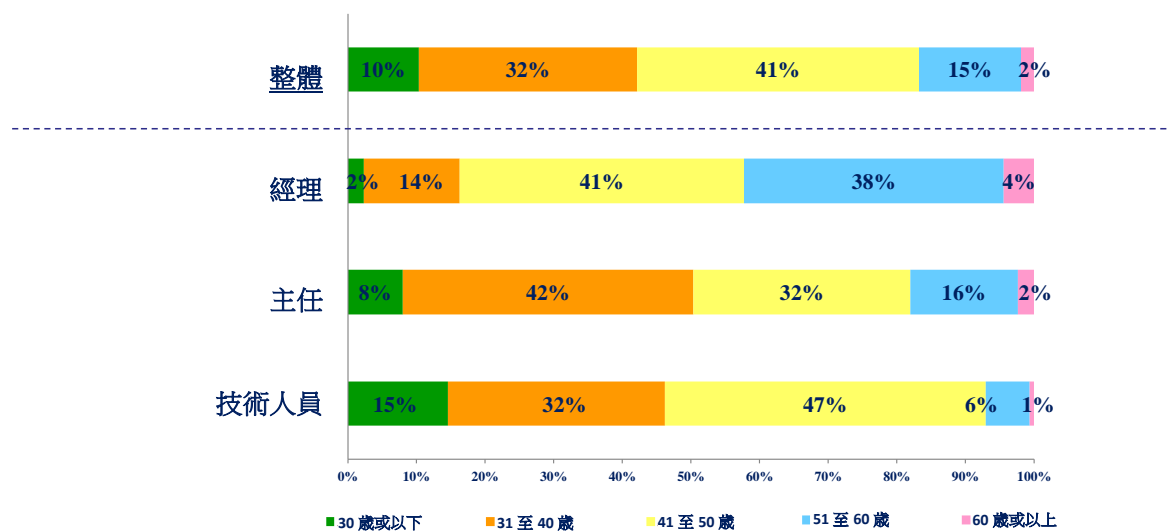
圖 4.13 過去 12 個月遇到的招聘困難 - 出版



僱員年齡

4.36 相比印刷媒體業，出版業僱員較年輕，大部分僱員的年齡介乎 31 至 40 歲（32%）及 41 至 50 歲（41%）的中年。僱員年齡分布詳見圖 4.14。

圖 4.14 僱員年齡分布 (按職級) - 出版



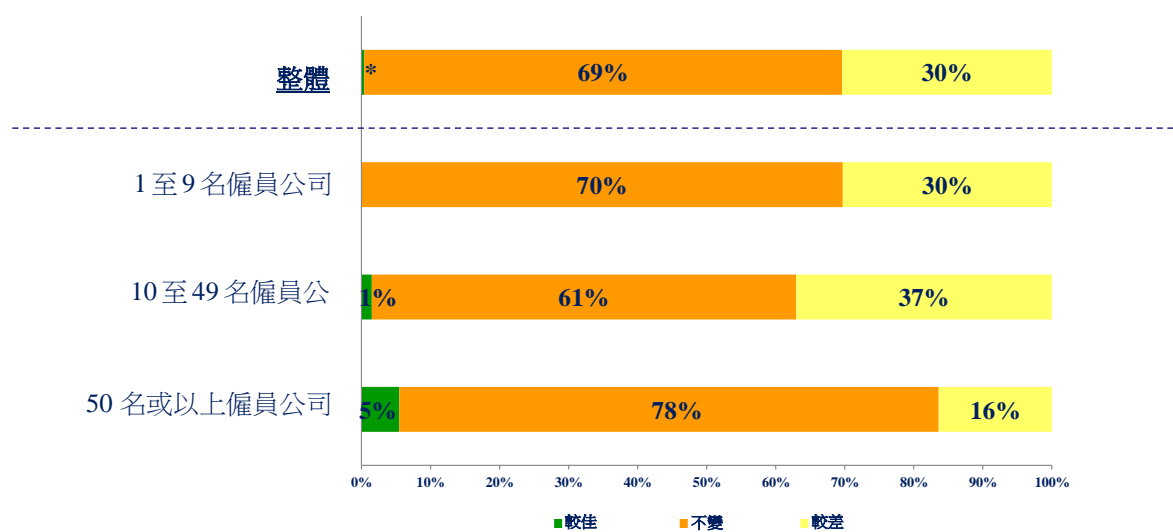
註: * 少於0.05%
因四捨五入，百分率總和未必是 100%。

僱主預測業務狀況和電子出版業務

業務狀況

4.37 大部分出版業機構僱主預期，不論員工人數，來年業務情況將維持不變。對於僱有 49 名或以下的機構，約三分一預期來年的業務狀況轉差，而僱有 50 名或以上僱員的機構中，16%認為情況會轉差。詳見圖 4.15。

圖 4.15 僱主預測來年業務狀況 (按公司規模) - 出版

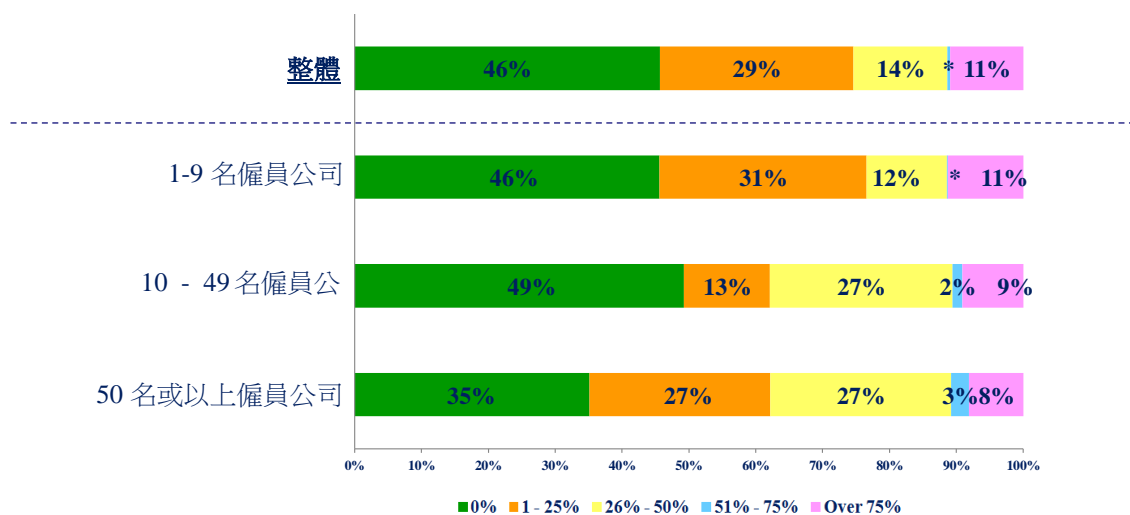


註: * 少於0.05%
因四捨五入，百分率總和未必是 100%。

電子出版

4.38 在僱有 49 名或以下員工的出版機構中，約半數機構預測來年將參與電子出版工作，僱有 50 名或以上員工的機構則有 64.9% 會從事電子出版工作。然而，值得注意的是業內約十分之一整體出版機構預期來年超過 75% 業務將與電子出版有關。僱員預測來年的電子出版業務狀況之百分比詳見圖 4.16。

圖 4.16 僱主預測來年電子出版業務狀況 (按公司規模) - 出版



註: * 少於 0.05%
因四捨五入，百分率總和未必是 100%。

培訓需要

4.39 出版業經理級僱員的培訓需要集中於管理技巧，而主任級及技術人員級的培訓為需要業內專業技能和軟性技巧。各職級中首三位培訓需要詳列於表 4.22。僱主認為各職級的首要培訓需要詳見表 4.23。

表 4.22 首三位 培訓需要 (按職級) – 出版

經理級	主任級	技術人員級
人事管理	團隊合作	編輯
經銷管理	編輯	溝通技巧
客戶服務	客戶服務	團隊合作

表 4.23 首要 培訓需要 (按職級) – 出版

經理級	主任級	技術人員級
人事管理	編輯	編輯

統計表

4.40 出版業的詳細人力統計資料載於**附錄 9**。

5 人力分析

A. 印刷媒體業

2016 至 2020 年的人力變化

印刷媒體業機構數目

5.1 印刷媒體業在 2016 年共有 3 781 間機構。在 2020 年數目減少至 3 373 間 (- 408, -10.8%)，主要由於商業印刷門類公司的數目下跌。按門類劃分的機構數目資料詳見表 5.1。

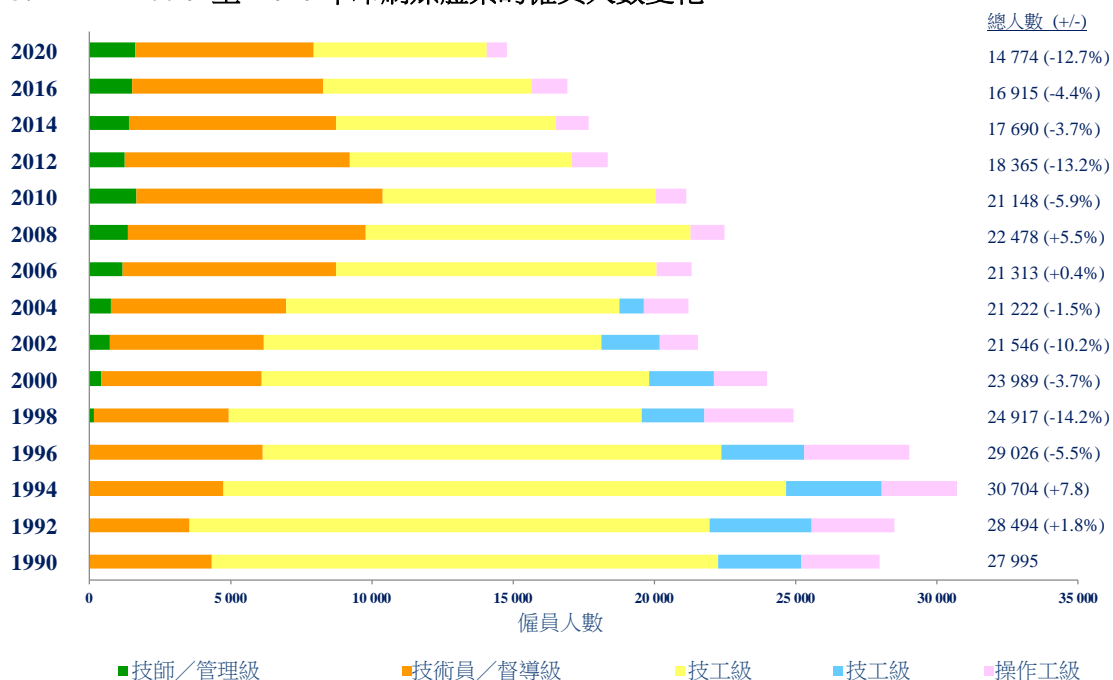
表 5.1 印刷媒體機構數目 (按門類)

門類	2020	2016	相差
報紙印刷	55	40	+15
商業印刷	1 835	2 119	-284
印刷及有關活動	189	236	-47
紙容器、紙盒及紙板容器的製造	114	144	-30
印務代理	1 116	1 178	-62
印刷器材及物料供應商、金屬罐製造商	54	64	0
學術機構的印刷部門	10		
總人數	3 373	3 781	-408

僱員人數變化

5.2 印刷媒體業的僱員總人數在 2016 年至 2020 年間錄得下跌(-2 141, -12.7%)，詳見圖 5.1。

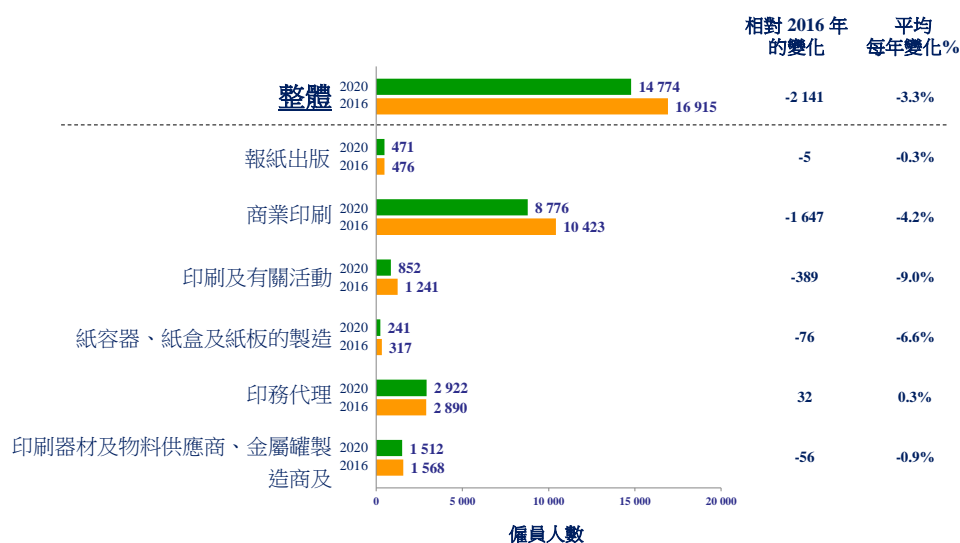
圖 5.1 1990 至 2020 年印刷媒體業的僱員人數變化



5.3 新型冠狀病毒病爆發引致全球及本地經濟出現危機，包括經濟活動減少與業務收縮，使行業的人力情況構成負面影響。除印務代理錄得人力增長外(+32, 1.1%)，其他門類普遍錄得人力降幅（-1.1%至 31.3%），詳見圖 5.2。

5.4 印刷媒體業的整體人力下跌的主要原因，是由於商業印刷和印刷及有關活動門類僱員人數減少（-2 036，-17.55%）。

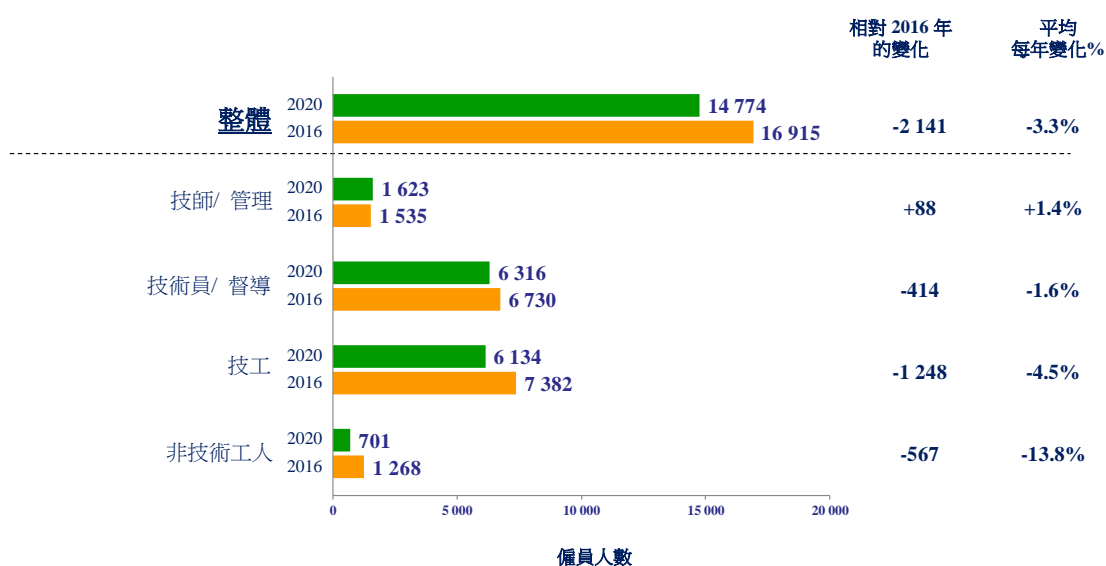
圖 5.2 印刷媒體業僱員人數變化（按門類）



5.5 如圖 5.3 所示，技工級人數在 2020 年佔印刷媒體僱員總人數有 41.5%。在 2016 年至 2020 年間，職位數目減少 2 141 個，降幅主要來自技工職級。技工級中，單張給紙式柯式平版機印刷技工職位數目減少了 33.0% 或 1 006 個，佔業內技工級僱員人數減幅的 80.6%，或與過去數年的業務合併有關。相反，由於使用數碼印刷機增加，數碼印刷系統技工則錄得 16.2% 增長。

5.6 根據 2016 年至 2020 年間的人力數據，可見業內傳統印刷持續轉型至數碼印刷的情況。

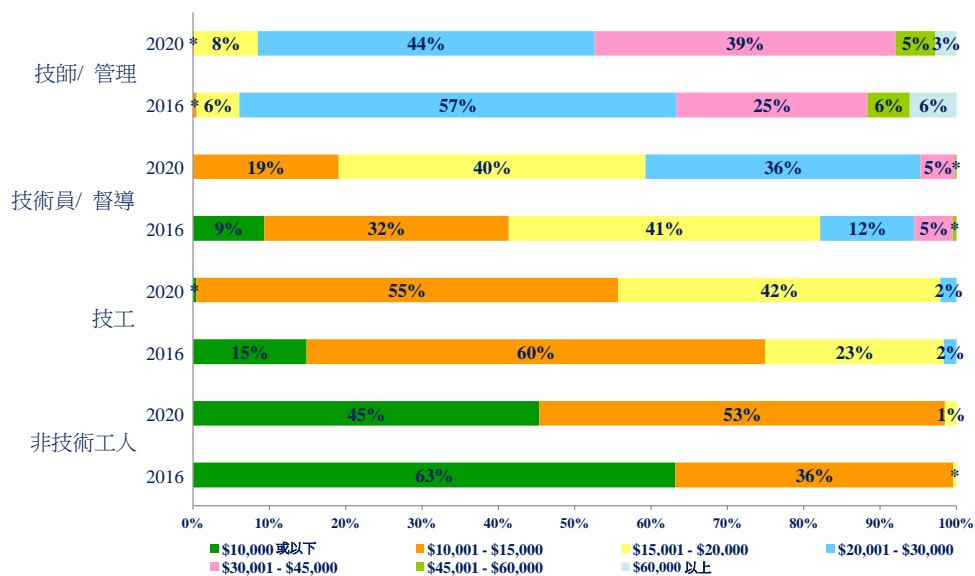
圖 5.3 印刷媒體業僱員人數變化（按職級）



每月平均收入變化

5.7 印刷媒體業僱員每月平均收入集中在\$10,001-\$20,000。較 2016 年月薪達 \$30,001-\$45,000 的技師／管理級的僱員增加了（由 2016 年的 25.0% 上升至 2020 年的 39%）。技術員／督導級僱員月薪在 2020 年亦逐漸上升。月薪\$15,001-\$20,000 的技工級僱員亦有所增加（由 2016 年的 23% 增至 2020 年的 42%）。

圖 5.4 平均每月收入 (按職級) - 印刷媒體



註: * 少於0.5%

B. 出版業

2016 至 2020 年的人力變化

出版業機構數目

5.8 出版業在 2016 年有 1 586 間機構，機構數目在 2020 年下跌至 1 480（-106，-6.7%），主要由於出版及有關活動門類公司數目下跌。按門類劃分的機構數目，詳見表 5.2。

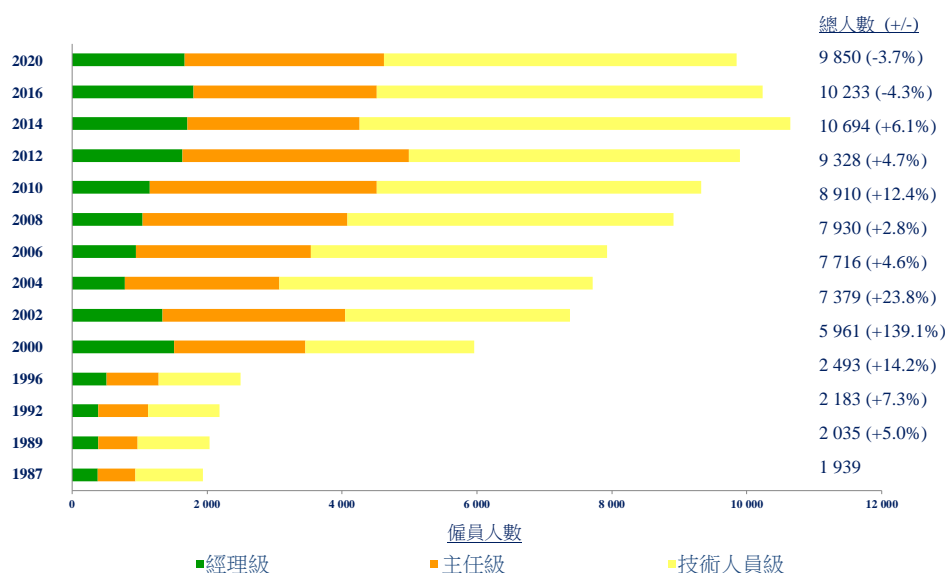
表 5.2 出版機構數目 (按門類)

門類	2020	2016	相差
報紙出版	55	40	+15
出版及有關活動	1 139	1 215	-76
書報及期刊批發	48	58	-10
書報、期刊及報紙進出口	210	245	-35
選定機構出版部門	28	28	0
總人數	1 480	1 586	-106

僱員人數變化

5.9 出版業的僱員在 2016 年至 2020 年間總人數錄得下跌(-383, -3.7%)，詳見圖 5.5。

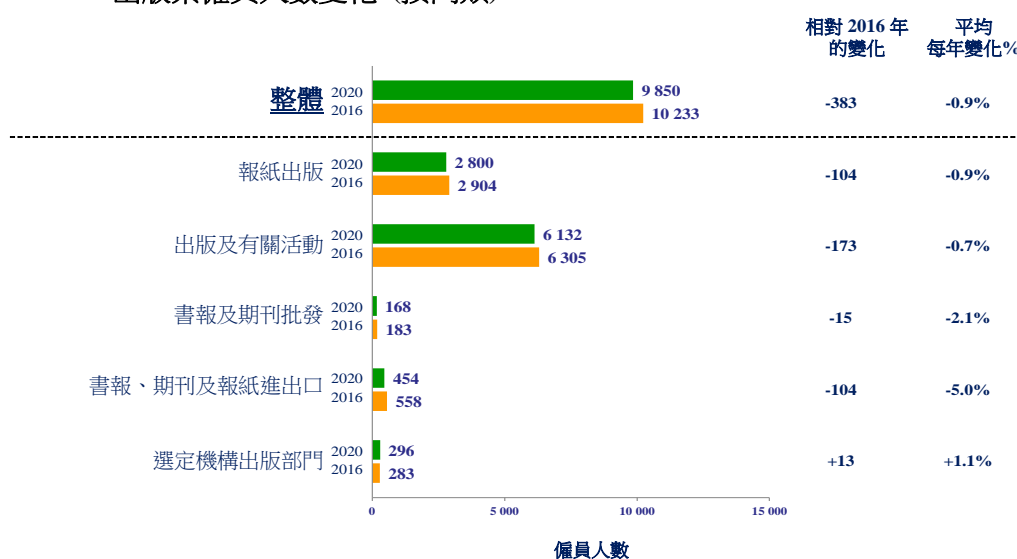
圖 5.5 1987 至 2020 年出版業的僱員人數變化



5.10 同樣，新型冠狀病毒病爆發引致全球及本地經濟危機，包括經濟活動減少，業務收縮，對行業的人力情況構成負面影響。各門類人力普遍錄得下跌（-2.7%至 18.6%），尤其是書報、期刊及報紙進出口門類，詳見圖 5.6。

5.11 出版業整體人力下跌主要來自出版及有關活動和報紙出版門類（-277，-3.0%）。

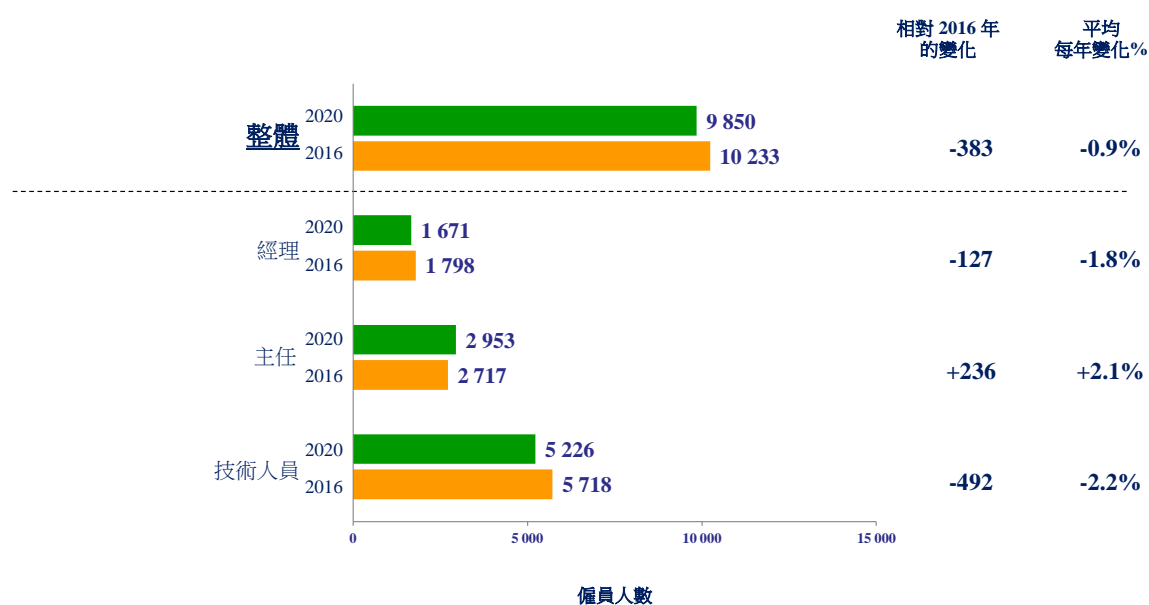
圖 5.6 出版業僱員人數變化 (按門類)



5.12 如圖 5.7 所示，出版業的技術人員級在 2020 年佔行業總僱員人數 53.1%。在 2016 年至 2020 年間，業內整體職位減少 383 個，主要由於技術人員級職位下跌。在技術人員職級中，營業代表／營業主任（-192，-18.2%）及編輯／助理編輯／美術編輯／校對員（-98，-4.0%）的減幅共佔該職級人數 58.9%的跌幅。

5.13 相反，主任級職位增加 8.7%。電子出版主任錄得大幅增長（+118，+101.7%）。客戶服務主任(書籍)（+79，+92.9%）及設計師（+57，+12.0%）人數亦見增長。技術人員級的桌面排版／電子出版操作員的僱員人數上升 7.9%，增長部分或因電子出版的升勢所致。

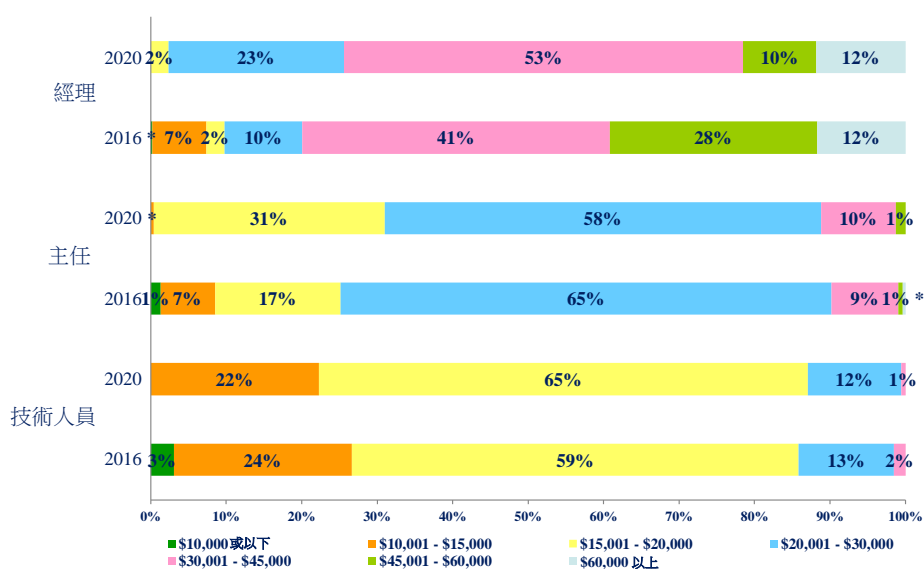
圖 5.7 出版業僱員人數變化 (按職級)



每月平均收入變化

5.14 出版業僱員平均每月平均收入集中於\$15,001-\$30,000。相較 2016 年，經理級僱員每月平均收入由\$45,000 以上減至\$20,001-\$45,000。主任級僱員的每月平均收入與 2016 年相近，逾 80% 僱員每月平均收入為\$15,001-\$30,000。技工級僱員工的每月平均收入則由\$15,000 或以下增至\$15,001-\$20,000。

圖 5.8 平均每月收入 (按職級) - 出版



註: * 少於0.05%
因四捨五入，百分率總和未必是 100%。

數字背後

5.15 印刷媒體業及出版業的人力轉變顯示 (a) 傳統印刷的相關職位減少，而數碼印刷的職位則增加；(b) 報紙出版的人力下降，但報章機構數目上升，反映人力重組，原有僱員負責更多工作或採用更多科技；及(c) 電子出版的相關人力增加。

5.16 人力趨勢的轉變反映行業的主要發展：(a)印刷媒體及出版業出現整固；(b)持續由傳統印刷轉型至數碼印刷；及(c) 出版業開發更多涉及電子出版的產品。全球及本地的社會經濟及科技因素推動了行業的業務和工作進一步變化，為人力發展提供方向，以應對未來挑戰。

C. 業務展望

5.17 按照 2016 至 2020 年的人力變化，以及訓練委員會的意見，行業的主要發展概述如下：

行業前景

新型冠狀病毒病的威脅下的全球經濟復甦

5.18 根據2021年1月發表的世界經濟展望³，繼2020年估計全球經濟收縮3.5%，國際貨幣基金組織預期2021年實質國民生產總值將上升5.5%，2022則預算增長4.2%。隨着疫苗普及可望遏止疫情，並加強經濟活動，估計發達國家將為復甦提供更大支持。

5.19 根據2021年1月發表的世界經濟展望，按照由印刷聯盟(PRINTING United Alliance)舉辦，接近200間美加商業印刷機構參與疫情下的印刷業業務指標調查⁴ 結果，專家預期隨著經濟從疫情的衝擊中恢復過來，發達經濟體的印刷媒體業在2020年錄得15%至18%的跌幅後，在2021年將有2.5%至4%的回升。

5.20 2020年，香港的印刷出口較上年度下降18%。主要的買家將繼續來自美國、中國內地、英國及澳洲，故香港的印刷媒體業出口表現將取決於上述國家的經濟復甦程度。

表 5.3 香港 2019 及 2020 年的主要印刷品出口市場

國家	所佔總值%		價值變動%
	2019	2020	2019 對比 2020
美國	32.6	33.8	-12.3
中國	26.2	23.9	-25.2
英國	9.4	9.0	-22.0
澳洲	4.6	5.7	+0.9
		整體	-18.1

資料來源：政府統計處

³ World Economic Outlook Update, January 2021: Policy support and Vaccines expected to LIFT ACTIVITY. (2021, January 01). Retrieved February 17, 2021, from <https://www.imf.org/en/Publications/WEO/Issues/2021/01/26/2021-world-economic-outlook-update>

⁴ Paparozzi, A. (2020, December 16). Commercial printing: Preparing for the upturn. Retrieved February 18, 2021, from <https://www.piworld.com/article/commercial-printing-outlook-preparing-upturn/>

新型冠狀病毒病對本地經濟的打擊

5.21 2020全年⁵，香港實質本地生產總值下跌6.1%，本地經濟復甦緩慢，本地生產總值跌幅在第四季的3.6%至3.0%輕微收窄。雖然2020年上半年的出口表現疲弱，使商品出口貨值下跌1.5%，但2020年12月商品出口貨值較上年度增加11.7%。出口至美國及歐盟國家的增長迅速，而出口至亞洲主要國家亦有改善。出口市場的前景視乎全球的疫情發展，以及中美關係、地緣政治及英國脫歐後發展。

5.22 由於2020年11月⁶下旬開始第四波疫情，2020年11月至2021年1月的失業率創下7%的17年新高。本地消費意欲停留在低水平，經濟活動因社交距離措施及勞工市場受壓亦影響而被擾亂。同時，本地需求疲弱，在新型冠狀病毒病的威脅下，個人消費支出按年錄得10.2%的跌幅。

5.23 受新型冠狀病毒病爆發和宏觀經濟下滑的影響，印刷媒體業及出版業正面對極大的挑戰，而前景仍未明朗。正當兩個行業均面對數碼媒體崛起帶來的威脅，當中已轉移至中國內地的印刷媒體公司，更需面對成本問題，例如紙價上升、中國內地的稅項和關稅及工資上升。此外，各國之間的全球貿易政策變化亦對印刷媒體業的未來構成不確定性。而出版業亦正面臨人們閱讀行為改變的挑戰。

⁵ Hong Kong Economic Development Latest developments. (n.d.). Retrieved February 09, 2021, from <https://www.hkeconomy.gov.hk/en/situation/development/index.htm>

⁶ Press release (18 FEB 2021) :unemployment and underemployment statistics for NOVEMBER 2020 - January 2021: Census and statistics department. (2021, February 18). Retrieved February 24, 2021, from https://www.censtatd.gov.hk/press_release/pressReleaseDetail.jsp?charsetID=1&pressRID=4824

最新發展與趨勢

印刷媒體業

數碼印刷和包裝印刷市場

5.24 雖然近年數碼媒體興起，且疫情導致本地需求疲弱，造成廣告物料需求下降，但隨著網購在日常生活中變得更普遍，包裝印刷市場保持穩定，並會繼續增長。品牌更著重網購顧客的購物經驗，高端包裝產品，可持續包裝及創新包裝方案將有更大需求。此外，疫情年間，公眾提升了健康、衛生和食物安全的意識，也令食物標籤及食物安全包裝製造商得益。

5.25 疫情為人們及社會帶來前所未有的挑戰和機會，行業需更創新，提供彈性及靈活的方案，以應對瞬息萬變的形勢。例如：90%的受訪美國商家表示他們需要購買與疫情有關的印刷品，如室內標示、單張、海報及地面圖樣貼膜⁷。部分香港印刷商與口罩製造商設計、生產訂製印刷口罩，作推廣業務或時尚服飾項目。毫無疑問地，印刷在疫情期間仍然是與顧客及用家溝通的有效和必需的渠道。完備的數碼印刷技術提供小批量印刷及高度客製化產品，令印刷業務可隨市場的需求迅速改變。例如：數碼印刷讓顧客可以印製少至一本的書籍，以配合幼稚園或個人出版的需要。先進科技配合不同的油墨及基材更能製造出創新的產品。調查顯示，行業現正逐步轉移至數碼印刷，更預期機構規模越大，未來涉及數碼印刷的業務將越多。數碼印刷將繼續增加市場佔有率，補足柯式印刷。

⁷ Padula, E. (2020, December 17). *Uncovering new opportunities for print during Unprecedented Times*. Retrieved February 24, 2021, from <https://whattheythink.com/articles/103810-uncovering-new-opportunities-print-during-unprecedented-times/>

國際標準

5.26 國際標準如ISO、FOGRA、G7、PSO、PSA及BrandQ，對印刷廠商來說依然重要，因它們有助印刷廠商保持穩定的產品質素，並使買家和印刷商的期望保持一致。

工業4.0

5.27 儘管工業4.0轉移早已在中國內地展開，香港印刷媒體業向工業4.0邁進的步伐才剛開始。工業4.0將會是大型製造商的未來發展方向，採用物聯網和智能數據，充分優化生產力。行業將需要強大的印刷技術和數碼專才，以製訂轉化至數碼科技的計劃。

電子商務系統

5.28 一如其他行業，印刷媒體業持續投資於電子商務系統，讓顧客透過網頁和手機應用程式下訂單及追蹤訂購。方便易用的網上訂購系統可自動檢查提交的檔案，提供價格和製作時間的資料，向顧客提供訂單情況和付運等最新資訊。提升後的系統簡化訂購程序，同時亦加強了顧客的信心。

聯乘及拓展

5.29 透過發掘創新印刷產品的可能性，印刷媒體業正重新定義行業的界限。例如，涉及3D打印項目的個人化相簿或藏書。有些印刷機構更開發擴增實境（AR）或具多媒體功能的產品，甚或提供設計、編輯、翻譯和數據處理等增值服務。

出版業

網上書本銷售及科技主導的世界

5.30 2020年間，持續實施的社交距離措施，創造了工作、教育、消費和社交互動活動的新局面。疫情期間，學生在網上學習，員工也遙距工作，這些情況可能會在某些行業持續存在。消費者花更多時間瀏覽網上購物平台。疫情期間2020年香港書展由7月改期至12月，最後更延期至2021年7月，讀者轉往網上購書。除了由書展主辦機構開發的網購服務外，其他零售平台，出版商網站和網上書店亦分別舉辦網上書展，以吸納消費者的購買力，網上書本銷情亦錄得可觀增長。

5.31 家居活動受限，以及不確定感，似乎促使人們較平常多閱讀。超過40%受訪者表示在疫情期間增加閱讀——根據香港出版學會在2020年6月訪問近400人的調查顯示，過去一年每人平均閱讀7.4本實體書。

5.32 社交距離措施催化讀者及消費者行為轉移至網上。可以預期，疫情過後，網購書籍及網上學習的習慣將會持續。長遠而言，混合工作模式及網上學習的轉變，將促使行業檢視及調整其業務策略，以應對轉變。在數碼時代，為了緊貼大眾科技主導的生活，吸引數碼人才、提升僱員在電子商務和電子學習的技能和知識，將會是業界與時並進的必要措施之一。

兒童讀物市場

5.33 儘管消費者閱讀模式改變，花費更多時間在數碼裝置上，減少了深度閱讀和對實體書的關注，但兒童讀物的銷量在疫情期間上升了20%⁸，這是由於家長更加意識到引起孩子閱讀興趣的重要性。學校和讀書會均舉行網上故事課堂，以幫助兒童保持閱讀的習慣。

電子出版

5.34 大約一成受訪出版機構估計來年將有超過75%業務涉及電子出版。除了在市場推出具備更完善功能的電子書，行業更開發涉及擴增實景(AR)和虛擬實境(VR)的學習材料，為讀者帶來全新的體驗。長遠來說，人工智能(AI)科技將會在電子學習材料中應用，以提供個人化的學習體驗，同時提升學生的學習成效。

⁸ 「2020年香港閱讀報告」出爐 疫情下港人閱讀口味有何改變?. (n.d.). Retrieved February 22, 2021, from https://apps.orangenews.hk/app/common/details_html?contentId=148055&fbclid=IwAR3xcsKLGbJh9g_5-UCQ0_GTmKqxvh0s6pdfmVqB7xRZ6Haa-5UsCHrA95E

D. 人力推算及每年額外人力需求

人力推算

5.35 參照 (i) 行業過往的人力資料；及 (ii) 行業流失率（即每年轉行的僱員百分比），2021 年至 2024 年的人力推算情況於下表 5.4 及 5.5 列示。有關每年額外人力需求的資料，請參閱附錄 11。

表 5.4 2021 - 2024 預測人力推算 - 印刷媒體

職級	2021	2022	2023	2024
技師/ 管理	1 637 (0.9%)	1 648 (0.7%)	1 657 (0.5%)	1 664 (0.4%)
技術員/ 督導	6 295 (-1.3%)	6 223 (-1.1%)	6 163 (-1.0%)	6 113 (-0.8%)
技工	5 933 (-4.2%)	5 708 (-3.8%)	5 513 (-3.4%)	5 342 (-3.1%)

註：職位數目包括僱員與空缺。括號中的百分比數目是與上年比較的人力變動。

表 5.5 2021 - 2024 預測人力推算 - 出版

職級	2021	2022	2023	2024
經理	1 653 (-1.4%)	1 632 (-1.3%)	1 614 (-1.1%)	1 599 (-0.9%)
主任	3 016 (1.5%)	3 058 (1.4%)	3 095 (1.2%)	3 128 (1.1%)
技術人員	5 256 (-1.5%)	5 190 (-1.3%)	5 137 (-1.0%)	5 096 (-0.8%)

註：職位數目包括僱員與空缺。括號中的百分比數目是與上年比較的人力變動。

每年額外人力需求

5.36 經考慮外圍因素、經濟趨勢、科技發展、勞動力模式及行業未來前景，估計印刷媒體及出版業每年額外人力需求於表 5.6 及表 5.7 列示。

表 5.6 估計每年額外人力需求 - 印刷媒體

職級	每年額外人力需求
技師/ 管理	59
技術員/ 督導	187
技工	173

表 5.7 估計每年額外人力需求 - 出版

職級	每年額外人力需求
經理	49
主任	131
技術人員	156

5.37 根據附錄 15 本地大專院校與職業教育機構推算提供的資料，估計 2021 及 2022 年印刷媒體與出版業對印刷媒體和出版設計的人力需求⁹ 和供應見表 5.8。結果反映全部三個職級未來數年都需要大量人力供應。

表 5.8 2021 及 2022 估計人力需求及供應

職級	2021		2022	
	估計人力需求 *	估計人力供應	估計人力需求 *	估計人力供應
技師/ 管理	63	28	63	28
技術員/ 督導	228	13	228	13
技工/ 技術人員	215	106	215	103

⁹ 估計需求包括 (a)印刷媒體及 (b)以下需要印刷媒體及出版業設計技能的出版業職位：(i) 設計總監／美術總監／設計經理；(ii) 製作總監／製作經理；(iii) 設計師；(iv) 製作主任；(v) 電子出版主任；(vi) 助理設計師；(vii) 桌面排版／電子出版操作員；及 (viii) 製作助理

6 建議

6.1 基於調查結果與人力變化的分析、業務展望與人力推算，以及受訪業內專家與訓練委員會的意見，現為印刷媒體及出版業各持份者提供有關人力發展的建議。

印刷媒體及出版業

- a. 以年輕人及相關持份者為對象，重塑印刷媒體業形象，並突出行業的優秀產品、所採納的科技，以及與行業相關的機會。
- b. 行業應與時並進，採用新科技與相關技能，特別是有關工業 4.0、數碼印刷、包裝設計、國際標準化、電子印刷、AR 與多媒體、網上零售與數碼行銷。
- c. 因應業內要求，促進終身學習與提升技能。鼓勵僱主善用政府資助培訓僱員，例如「再工業化及科技培訓計劃」。

僱主

- d. 協助僱員裝備知識與技能，尤其在工業 4.0 與創意產品方面，例如特殊設計的包裝、具數碼特色的印刷書籍或材料、數碼印刷、數碼內容管理等，以提升機構實力。
- e. 對於有難以招聘或挽留的職位，特別是印刷媒體業，可聘用有意重投就業市場或兼職的員工填補空缺。
- f. 提供貼近市場水平的薪酬待遇，提升工作滿足感及增加工作自主權，以挽留優秀僱員。
- g. 提供內部培訓，協助僱員發展多重技能，以便因應業務環境變遷而靈活調配人手。
- h. 參與「職學計劃」等學徒計劃，並支持職場學習及評核，為行業培育訓練有素的人才。

僱員

- i. 積極與僱主訂定培訓與發展方向，以提升原有技能，並掌握新技能。
- j. 密切關注與工業 4.0、數碼印刷、網上學習與電子出版相關的最新科技應用。

培訓機構

- k. 與僱主合作，促進學員在真實的培訓環境中學習，例如採用職場學習及評核。
- l. 在職前與在職培訓中，加強團隊合作、設計思維、企業家精神與創新。
- m. 在相關課程中納入最具培訓需求的範疇，例如市場管理、最新的印前與印刷技術。
- n. 為在職從業員提供短期線上訓練課程，以助隨時隨地提升技能。

政府

- o. 資助從業員接受最新科技的培訓及提升技能。
- p. 推廣職業專才教育的重要性，並向中學生、家長和教師介紹其升學途徑。

Membership of the Print Media and Publishing Training Board

Chairman

Mr Jackson LEUNG Siu-yin

Vice-Chairman

Mr Edmund CHAN Ka-yeung

Members

Mr CHAN Chung-yung

Mr Dicky CHOY Wing-chiu

Ms Ivy CHU So-ching

Mr Corey HO Kin-wa

Mr William HO Leong-tung

Dr Ken HO Wai-kuen

Mr Maurice KWAN

Mr John NG King-fai

Mr Thomas NG Wang-kuen

Ms Brenda PANG On-kei

Mr Ponch POON Chi-wai

Mr Andery SZETO Tak-wai

Mr Peter TSE Po-tak

Ms YAU Lai-ching

Mr Patrick YEUNG Kwok-keung

Ms Janice YIP Pui-chu

Director of Government Logistics (or her representative)

Director-General of Trade and Industry (or her representative)

Commissioner for Labour (or his representative)

Executive Director of Vocational Training Council (or her representative)

印刷媒體及出版業訓練委員會委員名單

主席

梁兆賢先生

副主席

陳家揚先生

成員

陳鍾鏞先生

蔡榮照先生

朱素貞女士

何健華先生

何亮同先生

何偉權博士

關偉良先生

吳競輝先生

吳宏權先生

彭安琪女士

潘志偉先生

司徒德偉先生

謝葆德先生

邱麗燦女士

楊國強先生

葉佩珠女士

政府物流服務署署長(或其代表)

工業貿易署署長(或其代表)

勞工處處長(或其代表)

職業訓練局執行幹事(或其代表)

Terms of Reference of the Print Media and Publishing Training Board

1. To determine the manpower demand of the industry, including the collection and analysis of relevant manpower and student/trainee statistics and information on socio-economic, technological and labour market developments.
2. To assess and review whether the manpower supply for the industry matches with the manpower demand.
3. To recommend to the Vocational Training Council (the Council) the development of vocational and professional education and training (VPET) facilities to meet the assessed manpower demand.
4. To advise the Council on the strategic development and quality assurance of its programmes in the relevant disciplines.
5. To prescribe job specifications for the principal jobs in the industry defining the skills and knowledge and advise on relevant training programme specifying the time a trainee needs to spend on each skill element.
6. To tender advice in respect of skill assessments, trade tests and certification for in-service workers, apprentices and trainees, for the purpose of ascertaining that the specified skill standards have been attained.
7. To advise on the conduct of skill competitions in key trades in the industry for the promotion of VPET as well as participation in international competitions.
8. To liaise with relevant bodies, including employers, employers' associations, trade unions, professional institutions, training and educational institutions and government departments, on matters pertaining to the development and promotion of VPET in the industry.
9. To organise seminars/conferences/symposia on VPET for the industry.
10. To advise on the publicity relating to the activities of the Training Board and relevant VPET programmes of the Council.
11. To submit to the Council an annual report on the Training Board's work and its recommendations on the strategies for programmes in the relevant disciplines.
12. To undertake any other functions delegated by the Council in accordance with Section 7 of the Vocational Training Council Ordinance.

印刷媒體及出版業訓練委員會職權範圍

1. 確定業內的人力需求，包括收集、分析相關的人力和學生／學員統計數字，以及關於社會經濟、科技及人力市場發展的資料。
2. 評估及研究本業的人力供求是否平衡。
3. 就發展業內職業專才教育及訓練設施應付人力需求，向職業訓練局(下稱「局方」)提供意見。
4. 就相關學科的課程發展策略及質素保證，向局方提出建議。
5. 擬訂本業主要職務的工作範圍，界定所需的技能及知識，審議訓練方案，包括訂定每種技能所需的訓練期。
6. 對技術評估、技能測驗及認證制度提供意見，以確定從業員、學徒及見習員的技能水平。
7. 就本業主要行業舉辦技能比賽提供意見，以推廣職業專才教育和派員參加國際賽事。
8. 與僱主、僱主聯會、工會、專業團體、訓練及教育機構、政府部門等聯絡，共商本業職業專才教育的發展與推廣事宜。
9. 為本業舉辦有關職業專才教育的研討會和會議。
10. 就訓練委員會工作和相關職業專才教育課程之推廣宣傳，向局方提供意見。
11. 每年向局方呈交訓練委員會工作報告，以及相關學科課程發展策略建議。
12. 根據《職業訓練局條例》第 7 條，負責局方所委派的其他工作。

Membership of the Working Party of the 2020 Manpower Survey

Convenor

Mr Dicky CHOY Wing-chiu

Members

Ms Ivy CHU So-ching

Mr William HO Leong-tung

Dr Ken HO Wai-kuen

Mr Maurice KWAN

Mr John NG King-fai

Ms Brenda PANG On-kei

Mr Andery SZETO Tak-wai

Mr Patrick YEUNG Kwok-keung

Ms Janice YIP Pui-chu

Executive Director of Vocational Training Council (or her representative)

2020 年人力調查工作小組委員名單

召集人

蔡榮照先生

委員

朱素貞女士

何亮同先生

何偉權博士

關偉良先生

吳競輝先生

彭安琪女士

司徒德偉先生

楊國強先生

葉佩珠女士

職業訓練局執行幹事(或其代表)

Definition of Terms

Average monthly income	The monthly income, including the basic wage, regular overtime pay, cost of living allowance, meal allowance, commission and bonus. It is an average figure among employees engaging in the same principal job.
Employees	All personnel who are directly paid by the company and who are either at work or temporarily absent from work, viz sick leave, maternity leave, annual vacation, casual leave or on strike. They include all full-time/part-time personnel (excluding trainees) who are engaged in principal jobs related to various job levels.
Diploma/Certificate	Technical and vocational education programmes, including Diploma/Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level or equivalent.
First degree	The first degree(s) offered by local or non-local education institutions, or equivalent.
Postgraduate degree	A higher degree(s) (e.g. master degree) offered by local or non-local education institutions, or equivalent.
Secondary 4 to 7	The education programmes under the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma Yi Jin, or equivalent.
Sub-degree	The Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate, Endorsement Certificate, Associateship or equivalent programmes offered by local or non-local institutions.
Technologists / managerial level	A technologists / manager is a person who is responsible for the overall management of a department or a major function of the company. He/she possesses the qualification and experience to lead one or several teams and formulate strategies to achieve the goal of the department.

Technicians / supervisory level	A job level between the manager and the craftsman / technical staff. The education, training and practical experience enable the person at this job level to apply skills and knowledge to undertake the daily operation of a major function by supervising a team, normally under the direction of a manager.
Craftsman / technical staff	A job level where a person is able to apply skills and knowledge to accomplish a wide range of assigned tasks, normally under the direction of a supervisor.
Unskilled level	A job level where a person is normally assigned to perform repetitive work requiring a narrow range of skills and short period of training.
Apprenticeship	Apprenticeship refers to an employee being trained under a contract of apprenticeship.
On-the-job training	On-the-job training refers to an employee being trained or instructed by a trainer or supervisor when doing his/her job.
Trainees/apprentices	Trainees/apprentices includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.
Vacancies	The unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel at the time of survey.

釋義

平均收入	「平均收入」指每月的收入，包括：基本薪金、一般超時工作補薪、生活津貼、膳食津貼、佣金及花紅，將同一主要職務所有僱員的收入平均計算而得出。
僱員	「僱員」指由機構直接支付薪金的員工，包括現時仍在上班，以及因病假、產假、年假、事假、罷工等而暫時缺勤的員工，並指所有從事印刷媒體及出版業主要職務，擔任不同技能等級的全職／兼職員工(不包括受訓者)。
文憑／證書	「文憑／證書」是指技術及職業教育課程之文憑／證書、基礎課程文憑、職專文憑及技工程度的課程，或同等教育程度。
學士學位	「學士學位」是指本地或非本地教育機構提供的學士學位，或同等教育程度。
研究生學位	「研究生學位」是指本地或非本地教育機構提供的高等學位（如碩士學位），或同等教育程度。
中四至中七	「中四至中七」是指中四至中七（包括與香港中學會考、香港中學文憑考試、毅進文憑等相關的教育課程）或同等教育程度。
副學位	「副學位」是指本地或非本地教育機構提供的副學士、高級文憑、專業文憑、高級證書、增修證書、院士銜或同等課程。
技師 / 管理 / 經理級	「技師 / 管理 / 經理級」是負責部門的整體管理或公司主要職能的人員。他／她須具備相關資歷及經驗以領導一個或多個團隊，並須製定策略以達成部門的目標。

技術員 / 督導 / 主任級	「技術員 / 督導 / 主任級」的職級介乎技師 / 管理 / 技工 / 技術人員之間，須具備相當學歷、工作經驗及曾接受訓練，一般可在經理級人員的督導下，運用已有的知識和技能，督導團隊以承擔主要職能的日常運作。
技工 / 技術人員級	「技工 / 技術人員級」能在技術員 / 督導 / 主任級人員的指示下，應用業內各種知識及技能，完成廣泛獲指派的工。
非技術人員級	「非技術人員級」通常獲派擔任性質重複的工作，要求的技能較少，訓練期亦較短。
學徒訓練	「學徒訓練」是指僱員以簽訂學徒合約模式接受訓練。
在職訓練	「在職訓練」是指僱員在工作期間，接受導師或主管的訓練或教導。
受訓者 / 學徒	「受訓者 / 學徒」包括正在接受各種訓練的人士以及簽有學徒合約的登記學徒。
職位空缺	「職位空缺」指需要立刻填補的職位空缺，而公司於調查期間正積極招聘。

Headquarters (Industry Partnership) 總辦事處(行業合作)
30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong
香港九龍長沙灣長裕街10號億京廣場2期30樓
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局編號 PP/4/2 (2020)

Your Reference 來函編號

NAME OF ESTABLISHMENT:

機構名稱

ADDRESS:

地址

(PRE - PRINTED)



15 June 2020

Dear Sir/Madam,

**The 2020 Manpower Survey of the
Print Media Industry**

The Print Media and Publishing Training Board (the Training Board) of the Vocational Training Council (VTC), appointed by the Chief Executive of the Hong Kong Special Administrative Region (HKSAR), is responsible for matters pertaining to manpower training in the industry. To collect the latest manpower information for formulating recommendations on future manpower training, the Training Board will conduct the captioned survey from July to August 2020. I am writing to enlist your help by providing the relevant information to the survey and your co-operation would be much appreciated.

I enclose the following documents for your reference and completion:

- (a) The Questionnaire;
- (b) Explanatory Notes (Appendix A); and
- (c) Job Descriptions for Principal Jobs (Appendix B).

The VTC has appointed **MOV Data Collection Center Ltd. (MOV)** to assist in conducting the above survey. During the survey period, the enumerator of MOV will contact your establishment for the survey and answer the questions you may have. If necessary, visit will be made to your establishment to assist in completing and collecting the questionnaire. Alternatively, you may return the copy of the completed questionnaire to MOV via fax (3900 1122) or email (vtc@mov.com.hk).

I wish to assure you that the information provided will be handled **in strict confidence** and published on aggregate basis without reference to individual establishments.

The Manpower Survey Report will be uploaded onto the VTC website and will be provided to responding organisations after completion of the survey. You may refer to the VTC website <http://www.vtc.edu.hk> for the Reports published in the past. Should you have any queries, please do not hesitate to contact the following hotline during 9:30 a.m. to 6:00 p.m. from Monday to Friday :

- ✧ For matters regarding completion and return of questionnaire(s), please contact Ms. Polly CHAN of MOV at 3900 1176.
- ✧ In case you want to approach VTC directly, please contact Mr. Alpha LEE of VTC Manpower Survey (Statistical Team) at 3907 6613.

Yours faithfully,

(LEUNG Siu-yin Jackson)
Chairman

Print Media and Publishing Training Board

Encl.

Headquarters (Industry Partnership) 總辦事處(行業合作)
30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong
香港九龍長沙灣長裕街10號億京廣場2期30樓
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號 PP/4/2 (2020)

Your Reference 來函檔號

執事先生／女士：



印刷媒體業 2020 年人力調查

職業訓練局(VTC)屬下印刷媒體及出版業訓練委員會(訓練委員會)由香港特別行政區行政長官委任，負責就業內人力訓練事宜提供意見。本會將於 2020 年 7 月至 8 月期間進行調查，蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。謹代表訓練委員會致函，懇請 貴機構惠予合作提供相關資料，以便進行上述人力調查。

茲夾附下述文件，供 貴機構參閱及填寫：

- (1) 調查問卷；
- (2) 附註（附錄 A）；及
- (3) 主要職務工作說明（附錄 B）。

VTC已委託米奧特資料搜集中心有限公司<米奧特>協助進行是次人力調查。調查期間，米奧特的統計員將聯絡 貴機構進行訪問及解答相關問題。如有需要，統計員會造訪 貴機構協助填寫並收回已填妥的問卷。貴機構亦可將完成的問卷，以傳真(3900 1122) 或電郵(vtc@mov.com.hk) 交回米奧特。

調查所得的資料將絕對保密，局方在發表報告時，只會公布合計數字，不會提及個別機構情況。

人力調查報告將於調查完結後上載本局網頁，並提供給填覆問卷的機構，你亦可於 VTC 網頁 <http://www.vtc.edu.hk> 參閱過往出版之報告。如對調查有任何查詢，請於星期一至五上午九時半至下午六時聯絡以下人士：

- ✧ 如查詢有關填寫及寄回問卷事宜，請與米奧特公司陳寶儀小姐聯絡（電話：3900 1176）。
- ✧ 如希望直接與 VTC 聯絡，請致電 VTC 人力調查(統計組) 李漢明先生(電話：3907 6613)。

印刷媒體及出版業訓練委員會主席
梁兆賢

二零二零年六月十五日
附件

CONFIDENTIAL
WHEN ENTERED WITH DATA

填入數據後即成
機密文件



VOCATIONAL TRAINING COUNCIL
職業訓練局

THE 2020 MANPOWER SURVEY OF
THE PRINT MEDIA INDUSTRY
印刷媒體業2020年人力調查

The 2020 Manpower Survey of the Print Media Industry aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **2 July 2020** by answering the questionnaire. Thank you.

印刷媒體業2020年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請貴機構根據**2020年7月2日**的人力情況填寫此問卷。多謝合作。

Establishment Information
機構資料

(For official use)
Industry Code _____

TOTAL NO. OF PERSONS ENGAGED: _____
僱員總人數

NATURE OF BUSINESS: _____
業務性質

Details of Contact Person*
聯絡人資料*

NAME OF PERSON TO CONTACT: _____
聯絡人姓名

POSITION: _____
職位

TEL. NO. : _____
電話

FAX NO. : _____
圖文傳真

E-MAIL : _____
電郵

* The information provided will be used for the purpose of this and subsequent manpower surveys.
所提供資料將用作是次及日後人力調查之用。

Part I – Manpower Information
第一部份 – 人力情況

Please complete columns 'B' to 'E' of the questionnaire according to the list of principal jobs by referring to Appendix B for job description of individual job.

請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各'B'至'E'欄。

Principal Jobs 主要職務

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。						
Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at Survey Reference Date (Excl. trainees [#])	(C) No. of Vacancies as at Survey Reference Date (Excl. trainees [#])	(D) Forecasted No. of Employees as at July 2021 (Excl. trainees [#])	(E) No. of Trainees/ Apprentices Planned for Recruitment in the Coming Year	(F) Average Monthly Income 每月平均收入
		在統計日期 的僱員人數 (受訓者 [#] 除外)	在統計日期的 空缺額 (受訓者 [#] 除外)	預計在2021年 7月的僱員人數 (受訓者 [#] 除外)	未來一年 計劃招聘的 受訓者/學徒 人數	Code 編號 1 \$10,000 or below 或以下 2 \$10,001 - \$15,000 3 \$15,001 - \$20,000 4 \$20,001 - \$30,000 5 \$30,001 - \$45,000 6 \$45,001 - \$60,000 7 Over \$60,000 以上
Please enter a zero '0' in the box if there is no employee / vacancy. 如沒有僱員/空缺，請在方格內填入 '0'。						
e.g. 例子:	Job Title A (3 employees and 2 vacancies) 職位甲 (3名僱員, 1名受訓者及2個空缺)	3	2	5	1	5
Technologist / Managerial Level 技師/管理級						
101	General Manager 總經理					
102	Production / Prepress / Quality Manager 生產經理/印前經理/品質經理					
103	Sales / Customer Services / Marketing Manager 營業/客戶服務/市場推廣經理					
104	Procurement Manager 採購經理					
105	Information Technology Manager (Printing) 資訊科技經理 (印刷)					
Technician / Supervisory Level 技術員/督導級						
201	Cost Estimator 印刷估價員					
202	Production Planner / Production Controller / Quality Controller 生產策劃員/生產管制員/品質管制員					
203	Sales Representative / Customer Service Officer / Job Controller / Marketing Staff 營業代表/客戶服務員/跟單員/市場推廣員					
204	Overseer / Supervisor 督導員/管理員					
205	Electrical & Mechanical Maintenance Technician (Printing) 機電維修 (印刷) 技術員					
206	Designer / Design Officer 設計員/設計主任					
207	Prepress Technician 印前技術員					
208	Purchasing Officer / Controller 印刷物料採購員/控制員					
209	Technical Services/Products (Printing) Technician 技術/產品 (印刷) 技術員					
210	Information Technology (Printing) Technician 資訊科技 (印刷) 技術員					

The term "trainees" includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.
「受訓者」包括正在接受各種訓練的人士，以及簽有學徒合約的登記學徒。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

Job Code 職位 編號	(A) Principal Job 主要職務 (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at Survey Reference Date (Excl. trainees#) 在統計日期 的僱員人數 (受訓者除外)	(C) No. of Vacancies as at Survey Reference Date (Excl. trainees#) 在統計日期的 空缺額 (受訓者除外)	(D) Forecasted No. of Employees as at July 2021 (Excl. trainees#) 預計在2021年 7月的僱員人數 (受訓者除外)	(E) No. of Trainees/ Apprentices Planned for Recruitment in the Coming Year 未來一年 計劃招聘的 受訓者/學徒 人數	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$10,000 or below 或以下 2 \$10,001 - \$15,000 3 \$15,001 - \$20,000 4 \$20,001 - \$30,000 5 \$30,001 - \$45,000 6 \$45,001 - \$60,000 7 Over \$60,000 以上
	Please enter a zero '0' in the box if there is no employee / vacancy. 如沒有僱員/空缺，請在方格內填入 '0'。					
Craftsman Level 技工級						
301	Electronic Prepress System Craftsman 電子印前系統操作技工					
302	Offset Lithographic Platemaker 柯式版製作技工					
303	Digital Printing System Craftsman 數碼印刷系統操作技工					
304	Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機印刷技工					
305	Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機印刷技工					
306	Other Printing Machine Craftsman 其他印刷機械及包裝印刷操作技工					
307	Binding Craftsman 裝訂技工					
308	Die Cutting / Tool Making Craftsman 啤盒工/造模工					
309	Package Finishing Machine Craftsman 包裝盒完成機技工					
310	Other Print Finishing Craftsman 其他印後機械技工					
Unskilled Level 非技術工人級						
401	General Worker 雜工					
OTHER RELEVANT STAFF 其他相關人員						
<i>For Official Use</i>						

The term "trainees" includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.
「受訓者」包括正在接受各種訓練的人士，以及簽有學徒合約的登記學徒。

Part II

第二部份

Expected change in business situation for the coming year

來年業務狀況預期變動

1. Employer's View on the Expected Change in Business Situation for the Coming Year
僱主對來年業務狀況預期變動的意見

Better 較佳	Same 不變	Worse (Please give the reason) 較差(請說明原因)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Percentage of business for Digital printing

數碼印刷佔公司業務百分比

2. Estimated percentage of business in Digital printing for the coming year.

未來一年數碼印刷業務佔公司業務百分比。

	%
--	---

Employees Left

僱員離職

3. Please state the number of employees who had left your establishment in the past 12 months.
請列出 貴機構過去十二個月內離職的僱員人數。

	Technologists / Managerial Level 技師／管理級	Technicians / Supervisory Level 技術員／督導級	Craftsman Level 技工級
No. of Employees who had left your establishment 離職的僱員人數			

Recruitment

招聘

4. Please state the number of new recruits in the past 12 months.
請列出 貴機構過去十二個月內新招聘的僱員人數。

	Technologists / Managerial Level 技師／管理級	Technicians / Supervisory Level 技術員／督導級	Craftsman Level 技工級
(a) Total number of recruits 總招聘人數			
(b) Number of recruits who have performed related duties in their last job 當中入職前是從事相關職務的人數			

Promotion

晉升

5. Please state the number of printing employees in the industry promoted during the past 12 months.
請列出 貴機構過去十二個月內晉升的印刷業僱員人數。

	Technologists / Managers 技師／管理人員	Technicians / Supervisors 技術員／督導人員	Craftsmen 技工
No. of employees 僱員人數			

Recruitment Difficulties**招聘困難**

6. Please indicate the difficulties encountered in recruitment in past 12 months.
請指出 貴機構在過去十二個月招聘印刷業僱員時所遇到的困難。

	<u>Technologists / Managerial Level</u> 技師／管理級	<u>Technicians / Supervisory Level</u> 技術員／督導級	<u>Craftsman Level</u> 技工級
(a) No recruitment was taken place 沒有招聘	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Recruitment was taken place and did not encounter difficulties in recruitment 有招聘，並 沒有 遇到招聘困難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Recruitment was taken place and the difficulties encountered were: (You may “√” up to three options.) 有招聘，所遇到的困難是：（可剔“√”選最多三項。）			
(i) Candidates lacked the relevant skills/expertise 應徵者並無相關技能／知識	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Candidates lacked the relevant experience 應徵者缺乏相關經驗	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Candidates lacked the relevant academic qualification 應徵者未具相關學歷	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Candidates' language skills (including Putonghua) were poor 應徵者語文能力（包括普通話）水平欠佳	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Candidates found the remuneration package not attractive 應徵者認為薪酬欠吸引	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Candidates found the fringe benefits not attractive 應徵者認為附帶福利欠吸引	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Candidates were unwilling to work on shift for long hours 應徵者不願意長時間輪班工作	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Candidates were unwilling to work in the mainland of China 應徵者不願意到中國內地工作	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Other Difficulties (Please Specify) 其他招聘困難(請註明)_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Age distribution of Employees

受僱的員工年齡分佈

7. Please provide the age distribution of staff
請提供 貴機構僱員的年齡分佈百分比

	<u>Technologists / Managers</u> 技師／管理人員	<u>Technicians / Supervisors</u> 技術員／督導人員	<u>Craftsmen</u> 技工
(a) 30 or below 30 歲或以下	%	%	%
(b) 31 – 40 31 至 40 歲	%	%	%
(c) 41 – 50 41 至 50 歲	%	%	%
(d) 51 – 60 51 至 60 歲	%	%	%
(e) 61 or above 61 歲或以上	%	%	%
Total 總數	100%	100%	100%

Preferred Level of Education, Mode of Training and Period of Training of Employees

僱員宜有的教育程度、訓練方式及訓練期

8. Please indicate preferred Level of Education, Mode of Training and Period of Training of employees.
請指出僱員宜有的教育程度、訓練方式及訓練期。

Job level 職級	<u>Technologists / Managerial Level</u> 技師／管理級	<u>Technicians / Supervisory Level</u> 技術員／督導級	<u>Craftsman Level</u> 技工級
(a) Education (Please tick “√” 1 box for each job level) 教育 (每職級請別“√” 選一項)			
(i) Postgraduate Degree 研究生學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) First Degree 學士學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Diploma/Certificate 文憑／證書	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Secondary 4 to 7 中四至中七	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Secondary 3 or below 中三或以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Training Mode (Please tick “√” 1 box for each job level) 訓練方式 (每職級請別“√” 選一項)			
(i) On-the-job training 在職訓練	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Apprenticeship 學徒訓練	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Others 其他	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Training Period (Please tick “√” 1 box for each job level) 訓練時間 (每職級請別“√” 選一項)			
(i) 4 years or above 四年或以上	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) 3 to less than 4 years 三年至四年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) 2 to less than 3 years 二年至三年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) 1 to less than 2 years 一年至二年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) 6 months to less than 1 year 六個月至一年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Below 6 months 六個月以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Employees' Training Needs**僱員的訓練需要**

9. Please indicate the training needs of the employees in the next 12 months in order to cope with the work requirements (e.g. taking into account Hong Kong's transformation into a knowledge-based economy)? (You may choose up to three options from code 101 to 608.)

為迎合工作的要求（包括香港轉型至知識型經濟），在未來十二個月，貴機構僱員需要哪方面的培訓？（可於編號101至608選最多三項。）

Training Needs (in order of importance) 訓練需要 (按重要性排序)	Technologists / Managerial Level 技師/管理級	Technicians / Supervisory Level 技術員/督導級	Craftsman Level 技工級
1 st			
2 nd			
3 rd			

Please specify the details for "Others" (i.e. 106, 204, 304, 403 and 514) if they have been written above
如上述填寫“其他訓練需要”(即 106, 204, 304, 403 及 514)，請註明訓練內容 _____

Code 編號	Type of Skills and/ or Knowledge 技能/知識的類別	Code 編號	Type of Skills and/ or Knowledge 技能/知識的類別	Code 編號	Type of Skills and/ or Knowledge 技能/知識的類別
(I)	Management Skills 管理技能	(II)	China-related Knowledge 有關中國的知識	(III)	IT Skills 資訊科技的技能
101	Production management 製作管理	201	Political, social and economic development in the mainland of China 在中國內地的政治、社會和經濟發展	301	Computer graphics and webpage design 電腦圖像處理與網頁設計
102	Quality management 品質管理	202	Laws and regulatory restrictions for access to China's market 進入中國市場的法律和經濟發展	302	E-commerce knowledge and applications 電子商貿的知識及應用
103	Marketing management 經銷管理	203	Trade and industry environment in the mainland of China 在中國內地的行業及營商常規	303	Media technology 媒體科技
104	Customer services 客戶服務	204	Others 其他	304	Others 其他
105	Human resources management 人事管理				
106	Others 其他				
(IV)	Language Skills 語文技能	(V)	Industry Specific Skills 業內專業技能	(VI)	Soft Skills 軟性技巧
401	Spoken English 英語會話	501	Pre-press technique 印前技術	601	Communication skills 溝通技巧
402	Putonghua 普通話	502	Printing technique 印刷技術	602	Teamwork 團隊合作
403	Others 其他	503	Post-printing technique 印後技術	603	Problem solving 解難技巧
		504	Production coordination and project management 生產協調及項目管理	604	Conflict resolution 解決糾紛
		505	Estimation and costing 估價及成本	605	Presentation skills 演示技巧
		506	Repair and maintenance 機械維修及保養	606	Negotiation skills 談判技巧
		507	Colour management 色彩管理	607	Business ethics 商業道德
		508	Products Structure 產品結構	608	Global vision 國際視野
		509	Materials application 物料應用		
		510	Quality Assurance 品質保證		
		511	Environment laws and safety compliance 環保法例及安全法規		
		512	Packaging design knowledge 包裝設計知識		
		513	Security printing and privacy protection 防偽印刷及私隱保障		
		514	Others 其他		

End of Questionnaire. Thank You for Your Co-operation.
問卷完，多謝合作。

The 2020 Manpower Survey of the
Print Media Industry
印刷媒體業 2020 年人力調查

Explanatory Note
附註

Part I
第一部份

1. Principal Jobs - Column 'A'
主要職務 —— 'A' 欄

- (a) Please go through column 'A' and mark those principal jobs applicable to your establishment. For detailed job descriptions for principal jobs, please refer to Appendix B.
請瀏覽 'A' 欄，選取適用於 貴機構的主要職務。有關詳細的工作說明，請參閱附錄 B。
- (b) The job titles may not be the same as those adopted by your establishment, but if the description of a certain job in your establishment is the same or substantially the same as the job description of, for example, Procurement Manager, then for the purpose of this survey you should regard the job holder as a Procurement Manager regardless of his/her actual title in your establishment.
調查表所列的職稱可能與 貴機構所採用的有別，但如 貴機構某職務的工作性質與調查表所載職務（例如「採購經理」）相同或相近，則擔任該職務者不論在 貴機構的實際職稱為何，在是次調查中亦應歸類為「採購經理」。
- (c) In the event where an employee's duties in your establishment are split between two or more job titles, please use the job title that best describes his/her principal responsibility.
如 貴機構有員工身兼多項職責，請選用最能反映其主要職責的職稱。

2. Number of Employees as at Survey Reference Date (Excl. Trainees) - Column 'B'
在統計日期的僱員人數（受訓者除外） —— 'B' 欄

For each principal job, please fill in the total number of employees (excluding trainees) as at survey reference date. 'Employees' refer to those who have worked for the same employer for 4 weeks or more and for not less than 18 hours in each week. The number should include all employees under Hong Kong establishment's payroll, disregarding whether those are deployed to work in other places (including the mainland of China).
請填寫 貴機構於統計日期僱用的每個主要職務的僱員總數（受訓者除外）。「僱員」是指在 貴機構全職工作達 4 星期或以上，同時每星期工作不少於 18 小時的員工。此數目應包括 貴機構在香港人事編制內的所有僱員，不論是否有派駐往其他地方工作（包括中國內地）。

3. Number of Vacancies as at Survey Reference Date (Excl. Trainees) - Column 'C'
在統計日期的空缺額（受訓者除外） —— 'C' 欄

Please fill in the total number of existing vacancies (excluding trainees) as at survey reference date for each type of job. "Existing Vacancies" refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at survey reference date.
請填上 貴機構每一主要職務在統計日期的空缺額（受訓者除外）。「統計日期的空缺額」是指該職位於統計日期仍懸空，須立刻填補，而現正積極招聘人員填補。

4. Forecast Number of Employees as at July 2021 (Excl. Trainees) – Column ‘D’
預計在2021年7月的僱員人數（受訓者除外）—— ‘D’ 欄

Please fill in the forecasted number of employees as of July 2021 (excl. trainees). The number given could be less than that existing number of employees if a contraction is expected.

請填上在2021年7月每個主要職務的預計僱員人數（受訓者除外）。如估計屆時業務將會收縮，此欄所填人數可少於現有僱員人數。

5. Number of Trainees/Apprentices Planned for Recruitment in the Coming Year – Column ‘E’
未來一年計劃招聘的受訓者／學徒人數—— ‘E’ 欄

‘Trainees/Apprentices’ includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.

「受訓者／學徒」包括正在接受各種訓練的人士以及簽有學徒合約的登記學徒。

6. Average Monthly Income Range – Column ‘F’
每月平均收入—— ‘F’ 欄

Please enter the code of average monthly remuneration package during the past 12 months for each principal job of employee(s). This should include basic wages, regular overtime pay, cost of living allowance, meal allowance, average monthly amount of year end bonus, etc., if any. If you have more than one employee doing the same job, please enter the average range.

請在‘F’欄填入每個主要職務的僱員過去十二個月每月平均薪酬的編號，這包括底薪、定期超時工作工資、生活津貼、膳食津貼、每月平均之年終花紅等。若從事同類工作的僱員多於一名，則請取其平均收入。

Part II **第二部份**

7. Question 1 – Expected change in business situation for the coming year
問題1——來年業務狀況預期變動

In Question 1, please indicate your view on the expected change in business situation for the coming year, whether your business situation would be better, the same or worse for the coming year than this year. If ‘worse’ is chosen, please give the reason.

請在問題1欄內標示貴機構的意見，有關僱主對來年業務狀況預期的變動，預計閣下明年的業務狀況比今年較佳，不變或較差。如貴機構預期明年的業務狀況比今年較差，請說明原因。

8. Question 2 – Percentage of business for Digital printing
問題2——數碼印刷佔公司業務百分比

In Question 2, please fill in estimated percentage of business in Digital printing for the coming year.

請在問題2欄內填入未來一年數碼印刷業務佔公司業務百分比。

9. Question 3 – Employees Left
問題3——僱員離職

In Question 3, please state the number of employees who had left your establishment in the past 12 months.

請在問題3欄內列出貴機構過去十二個月內離職的僱員人數。

10. Question 4 – Recruitment

問題4 —— 招聘

- (a) Please state the number of new recruits in the past 12 months.
請列出 貴機構過去十二個月內新招聘的僱員人數。
- (b) Please state the number of recruits who have performed related duties in their last jobs from item (a).
請列出在上列(a)項中，入職前是從事相關職務的人數。

11. Question 5 – Promotion

問題5 —— 晉升

In Question 5, please state the number of printing employees in the industry promoted during the past 12 months. If an employee has more than one promotion during the year in your establishment, only the last and one promotion should be counted.

請在問題 5 欄內列出 貴機構過去十二個月內晉升的印刷業僱員人數。如 貴機構僱員在一年內有多過一次晉升，只需計算最後一次晉升在調查表內。

12. Question 6 – Recruitment Difficulties

問題6 —— 招聘困難

Please indicate the difficulties encountered in recruitment of employees of your establishment in the past 12 months (may choose up to three options)

請標示 貴機構在過去十二個月在招聘印刷業僱員時遇到的困難（可剔選最多三項）。

13. Question 7 – Age distribution of Employees

問題7 —— 受僱的員工年齡分佈

Please provide the age distribution of staff.

請提供 貴機構僱員的年齡分佈百分比。

14. Question 8 – Preferred Education, Mode of Training and Period of Training of Employees

問題8 —— 僱員宜有的教育程度、訓練方式及訓練期

In Question 8, please tick the boxes the preferred education, mode of training and period of training which an employee in each job level (i.e. technologist/managerial level, technician/supervisory level and craftsman level) should have if he/she has to carry out his/her work competently. (Please tick 1 box for each job level).

請在問題 8 之方格內選擇技師／管理級、技術員／督導級及技工級的僱員宜具備何種教育程度、訓練方式及訓練期，才能勝任其工作。（每職級請剔選一項）

Definition of Preferred Level of Education:

宜有教育程度的定義：

- ◆ “Postgraduate Degree” refers to higher degrees (e.g. master degrees) offered by local or non-local education institutions, or equivalent.
「研究生學位」是指本地或非本地教育機構提供的高等學位（如碩士學位），或同等教育程度。
- ◆ “First Degree” refers to first degrees offered by local or non-local education institutions, or equivalent.
「學士學位」是指本地或非本地教育機構提供的學士學位，或同等教育程度。
- ◆ “Sub-degree” refers to Associate Degrees, Higher Diplomas, Professional Diplomas, Higher Certificates, Endorsement Certificates, Associateship or equivalent programmes offered by local or non-local education institutions.

「副學位」是指本地或非本地教育機構提供的副學士、高級文憑、專業文憑、高級證書、增修證書、院士銜或同等課程。

- ◆ “Diploma/Certificate” refers to technical and vocational education programmes including Diploma/Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level, or equivalent.
「文憑／證書」是指技術及職業教育課程之文憑／證書、基礎課程文憑、職專文憑及技工程度的課程，或同等教育程度。
- ◆ “Secondary 4 to 7” refers to Secondary 4-7, covering the education programmes in relation to the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma Yi Jin, or equivalent.
「中四至中七」是指中四至中七（包括與香港中學會考、香港中學文憑考試、毅進文憑等相關的教育課程）或同等教育程度。
- ◆ “Secondary 3 or below” refers to Secondary 3 or below, or equivalent.
「中三或以下」是指中三或以下，或同等教育程度。

Definition of Preferred Mode of Training:

宜有訓練方式的定義：

- ◆ “On-the-job training” refers to an employee being trained or instructed by a trainer or supervisor when doing his/her job.
「在職訓練」是指僱員在工作期間，接受導師或主管的訓練或教導。
- ◆ “Apprenticeship” refers to an employee being trained under a contract of apprenticeship.
「學徒訓練」是指僱員以簽訂學徒合約模式接受訓練。

15. Question 9 – Employees' Training Needs

問題9 —— 僱員的訓練需要

Please indicate the training needs of the employees in the next 12 months in order to cope with the work requirements (may choose up to three options in order of importance).

為迎合工作的要求，請列出 貴機構僱員在未來十二個月需要的培訓（按重要性排序可選最多三項）。

Job Descriptions for Principal Jobs in Print Media Industry

印刷媒體業主要職務工作說明

Code No. 編號	Job Title 職 稱	Job Description 工作說明
TECHNOLOGIST / MANAGERIAL LEVEL 技師／管理級		
101	General Manager 總經理	Assists the employer in planning, budgeting, directing and controlling all aspects of the establishment including the overall supervision of associated areas to ensure the most effective and economical means of production. 協助僱主策劃、預算、指導及管制公司之各項工作，包括監控公司的一切運作，以確保高度生產效率及符合經濟原則。
102	Production / Prepress / Quality Manager 生產經理／印前經理／品質經理	Plans and executes prepress / print production procedure. Takes charge of production, manages and directs the production department personnel to maintain quality and productivity and to exercise effective production and cost control. Plans, organises, directs and controls quality control procedures in all stages of production to ensure incoming materials and products comply with required standards and specifications. 從事策劃與執行已經制訂的印刷／印前生產方針，進行生產工作，並領導所屬員工保持產品的品質與生產效率，與及實施有效的生產及成本管理。策劃、編排、指導及管制生產方面各階段的品質管制工作程序，以確保入廠的原料及產品符合既定標準及規格。
103	Sales / Customer Services / Marketing Manager 營業／客戶服務／市場推廣經理	Keeps abreast of the up-to-date development and quality requirements of the markets; plans, approves and supervises the co-ordination and presentation of samples and quotations, negotiates with clients. Oversees and follows up clients' orders, liaises with appropriate departments to ensure delivery dates being met. 不斷密切留意市場最新之發展及市場品質的需求。策劃、批准及監督樣品製作與報價的配合及提交等工作，並與客戶商討，統籌及處理客戶定單，並與有關部門聯絡，以確保客戶定單能依期付運。
104	Procurement Manager 採購經理	Plans, directs and controls the procurement activities of the company to ensure production schedules are met. 策劃、監督及控制公司的採購工作，確保生產工作依期完成。
105	Information Technology Manager (Printing) 資訊科技經理 (印刷)	Plans, directs, controls and manages the operation and development of the IT equipment and systems to support the company business. 策劃、督導及管理資訊科技設備及系統的運作及發展，以支援公司的業務。

Code No. 編號	Job Title 職 稱	Job Description 工作說明
TECHNICIAN/SUPERVISORY LEVEL 技術員／督導級		
201	Cost Estimator 印刷估價員	Prepares estimates of the cost of producing jobs according to agreed specifications and methods of production and maintains production records. Records actual costs involved (material and labour) of jobs completed or in progress; up-dates budget centre rates, labour rates and all variable cost factors regularly; prepares periodic financial statements to the management. 按照議定的規格，估計印件成本及生產方法和保持生產記錄。記錄已完成或製作中的印件所需的實際成本（材料及工資）；定期修訂成本單位預算、工資率及各變動成本因素；為廠方編製週期財務決算表。
202	Production Planner / Production Controller / Quality Controller 生產策劃員／生產管制員／品質管制員	Plans, schedules and controls workload making full use of all equipment, materials and labour throughout the factory. Co-ordinates with clients. Carries out process planning for jobs and estimates the time requirements for operations. Ensures production schedules are met. Ensures materials of the correct quality are used, controls quality of printed work by measurement and statistical methods, and supervises final inspection. 充份利用工廠所有設備、材料及人力，以計劃及控制工作量，與客戶保持聯繫。並制訂工作程序表。將每項職務分析為不同的操作程序，定下每個程序的所需時間，並確保生產工作依期完成。確保用料正當，利用量度及統計方法管制印刷的品質，並督導最後階段的檢查。
203	Sales Representative / Customer Services Officer / Job Controller / Marketing Staff 營業代表／客戶服務員／跟單員／市場推廣員	Assists Sales/Customer Services/Marketing Manager in liaising with clients on the preparation of quotations and orders. Follows up clients' orders, and promotes establishment's products and services. 協助營業經理與客戶聯系有關報價及定單事宜，與及推銷公司產品及服務。
204	Overseer / Supervisor 督導員／管理員	Controls, organises and oversees production in his department. 控制、組織及管理屬下部門的生產工作。
205	Electrical & Mechanical Maintenance Technician (Printing) 機電維修（印刷）技術員	Installs, maintains and repairs printing machinery and equipment. 裝卸、保養及修理印刷機械及裝置。
206	Designer / Design Officer 設計員／設計主任	Handles the design and layout of company publications (including staff bulletins, product brochures and promotion publications). 處理公司刊物(包括員工通訊、產品宣傳/推廣印刷品等)的設計及排版工作。

Code No. 編號	Job Title 職 稱	Job Description 工作說明
TECHNICIAN/SUPERVISORY LEVEL (Continued) 技術員/督導級 (續)		
207	Prepress Technician 印前技術員	Makes use of printing languages, images, colour prints and layout softwares to handle customer files; and operates plate-making computers and digital proofing equipment. 利用印刷專業文字、影像、色彩處理及排版軟件處理客戶檔案；並操作電腦直接製版及數碼打稿器材。
208	Purchasing Officer / Controller 印刷物料採購員/控制員	Handles the procurement of printing equipment and materials, and takes charge of warehousing work. 處理採購印刷器材及物料事宜，並負責物料倉存等工作。
209	Technical Services/Products (Printing) Technician 技術/產品(印刷)技術員	Engages in the assembly, demonstration and instruction of printing equipment, materials and products. 從事印刷器材、物料及產品的裝配、示範及指導。
210	Information Technology (Printing) Technician 資訊科技(印刷)技術員	Assists in the planning, design and maintenance of computerised administration and manufacturing information systems in the company. 協助策劃、設計及維護印刷公司的電腦化行政及生產資訊系統。
CRAFTSMAN LEVEL 技工級		
301	Electronic Prepress System Craftsman 電子印前系統操作技工	Inputs and processes data, edits text, manipulates black and white or colour graphics and illustrations on desktop publishing terminal; operates computer output devices such as laser printer or imagesetter. 在桌面排版終端機輸入及處理資料，編輯內文，黑白或彩色圖像處理；操作電子或桌面分色機製備分色黑白軟片，沖洗軟片或相紙。
302	Offset Lithographic Platemaker 柯式版製作技工	Assembles film and produces offset plates for machine printing and/or operates computerised mask cutting system. 併合軟片及製作柯式印版作印刷之用，及/或操作電腦蒙片裁切系統。
303	Digital Printing System Craftsman 數碼印刷系統操作技工	Makes ready, sets up, operates and maintains digital printing system, including digital photocopier and inkjet printer. 準備、調較、操作及保養數碼印刷系統，包括數碼影印及噴墨打印機。
304	Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機印刷技工	Makes ready, sets up, operates and maintains sheet-fed single or multi colour offset printing machines. 準備、調較、操作及保養單張給紙式單色或多色柯式印刷機。

Code No. 編號	Job Title 職 稱	Job Description 工作說明
CRAFTSMAN LEVEL (Continued) 技工級 (續)		
305	Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機 印刷技工	Makes ready, sets up, operates and maintains web-fed offset printing machines including newspaper printing machines. 準備、調較、操作及保養捲筒給紙式柯式平版印刷機包括印報章用的柯式輪轉印刷機。
306	Other Printing Machine Craftsman 其他印刷機械及包裝印刷 操作技工	Makes ready, sets up, operates and maintains screen, plastic card, label, printed circuit board, gravure, flexographic, pat print, etc. printing machines. 準備、調校、操作及保養絲網/膠咭/凸版標籤/電路版/凹版/柔性版/Pat Print等印刷機。
307	Binding Craftsman 裝訂技工	Sets, operates and maintains machines for bookbinding or in-line bookbinding, publishers' edition binding, stationery work, booklet and periodical binding and carries out hand binding operations. 調校、操作及保養裝訂機器或聯機裝訂，從事精裝、平裝書籍及部冊裝訂，小冊子及期刊裝訂，以及各類手工裝訂工作。
308	Die Cutting / Tool Making Craftsman 啤盒工／造模工	Makes ready, sets up, operates and maintain die-cutting machine, or uses tools to cut shape and insert cutting and creasing rules on wood base in accordance with design. 準備、調較、操作及保養啤機，或根據設計，利用工具掘型造模，在木板上嵌進切割刀和壓詠刀。
309	Package Finishing Machine Craftsman 包裝盒完成機技工	Makes ready, sets up, operates and maintains window patching and/or folding and gluing machines. Performs hand folding, gluing and quality control. 準備、調較、操作及保養貼窗和／或摺盒及貼盒機。做簡單的手摺盒，貼盒工作和控制品質。
310	Other Print Finishing Craftsman 其他印後機械技工	Makes ready, sets up, operates and maintains the following print finishing machines such as laminating, varnishing, calendaring, hot stamping, embossing, drilling, etc. 準備、調較、操作及保養下列印後機械，如過膠、過油、磨光、燙金、擊凸、鑽孔等。
UNSKILLED LEVEL 非技術人員級		
401	General Worker 雜工	Handles odd jobs, loads or unloads paper, or packs products and undertakes any other manual work. 擔任零碎工作，裝上或卸落紙張，或製成品包裝，以及從事其他勞力工作。

Headquarters (Industry Partnership) 總辦事處(行業合作)
30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong
香港九龍長沙灣長裕街10號億京廣場2期30樓
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局編號 PP/4/2 (2020)

Your Reference 來函編號

NAME OF ESTABLISHMENT:

機構名稱

ADDRESS:

地址

(PRE - PRINTED)



15 June 2020

Dear Sir/Madam,

**The 2020 Manpower Survey of the
Publishing Industry**

The Print Media and Publishing Training Board (the Training Board) of the Vocational Training Council (VTC), appointed by the Chief Executive of the Hong Kong Special Administrative Region (HKSAR), is responsible for matters pertaining to manpower training in the industry. To collect the latest manpower information for formulating recommendations on future manpower training, the Training Board will conduct the captioned survey from July to August 2020. I am writing to enlist your help by providing the relevant information to the survey and your co-operation would be much appreciated.

I enclose the following documents for your reference and completion:

- (a) The Questionnaire;
- (b) Explanatory Notes (Appendix A); and
- (c) Job Descriptions for Principal Jobs (Appendix B).

The VTC has appointed **MOV Data Collection Center Ltd. (MOV)** to assist in conducting the above survey. During the survey period, the enumerator of MOV will contact your establishment for the survey and answer the questions you may have. If necessary, visit will be made to your establishment to assist in completing and collecting the questionnaire. Alternatively, you may return the copy of the completed questionnaire to MOV via fax (3900 1122) or email (vtc@mov.com.hk).

I wish to assure you that the information provided will be handled **in strict confidence** and published on aggregate basis without reference to individual establishments.

The Manpower Survey Report will be uploaded onto the VTC website and will be provided to responding organisations after completion of the survey. You may refer to the VTC website <http://www.vtc.edu.hk> for the Reports published in the past. Should you have any queries, please do not hesitate to contact the following hotline during 9:30 a.m. to 6:00 p.m. from Monday to Friday :

- ✧ For matters regarding completion and return of questionnaire(s), please contact Ms. Polly CHAN of MOV at 3900 1176.
- ✧ In case you want to approach VTC directly, please contact Mr. Alpha LEE of VTC Manpower Survey (Statistical Team) at 3907 6613.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Siu-yin Jackson', written over a light blue circular stamp.

(LEUNG Siu-yin Jackson)
Chairman

Print Media and Publishing Training Board

Encl.

Headquarters (Industry Partnership) 總辦事處(行業合作)
30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong
香港九龍長沙灣長裕街10號億京廣場2期30樓
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號 PP/4/2 (2020)

Your Reference 來函檔號

執事先生／女士：



出版業 2020 年人力調查

職業訓練局(VTC)屬下印刷媒體及出版業訓練委員會(訓練委員會)由香港特別行政區行政長官委任，負責就業內人力訓練事宜提供意見。本會將於 2020 年 7 月至 8 月期間進行調查，蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。謹代表訓練委員會致函，懇請 貴機構惠予合作提供相關資料，以便進行上述人力調查。

茲夾附下述文件，供 貴機構參閱及填寫：

- (1) 調查問卷；
- (2) 附註（附錄 A）；及
- (3) 主要職務工作說明（附錄 B）。

VTC已委託米奧特資料搜集中心有限公司<米奧特>協助進行是次人力調查。調查期間，米奧特的統計員將聯絡 貴機構進行訪問及解答相關問題。如有需要，統計員會造訪 貴機構協助填寫並收回已填妥的問卷。貴機構亦可將完成的問卷，以傳真(3900 1122) 或電郵(vtc@mov.com.hk) 交回米奧特。

調查所得的資料將絕對保密，局方在發表報告時，只會公布合計數字，不會提及個別機構情況。

人力調查報告將於調查完結後上載本局網頁，並提供給填覆問卷的機構，你亦可於 VTC 網頁<http://www.vtc.edu.hk>參閱過往出版之報告。如對調查有任何查詢，請於星期一至五上午九時半至下午六時聯絡以下人士：

- ✧ 如查詢有關填寫及寄回問卷事宜，請與米奧特公司陳寶儀小姐聯絡（電話：3900 1176）。
- ✧ 如希望直接與 VTC 聯絡，請致電 VTC 人力調查(統計組) 李漢明先生(電話：3907 6613)。

印刷媒體及出版業訓練委員會主席
梁兆賢

二零二零年六月十五日
附件

CONFIDENTIAL
WHEN ENTERED WITH DATA

填入數據後即成
機密文件



VOCATIONAL TRAINING COUNCIL
職業訓練局

THE 2020 MANPOWER SURVEY OF
THE PUBLISHING INDUSTRY
出版業2020年人力調查

The 2020 Manpower Survey of the Publishing Industry aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **2 July 2020** by answering the questionnaire. Thank you.

出版業2020年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請貴機構根據**2020年7月2日**的人力情況填寫此問卷。多謝合作。

Establishment Information
機構資料

(For official use)
Industry Code _____

TOTAL NO. OF PERSONS ENGAGED: _____
僱員總人數

NATURE OF BUSINESS: _____
業務性質

Details of Contact Person*
聯絡人資料*

NAME OF PERSON TO CONTACT: _____
聯絡人姓名

POSITION: _____
職位

TEL. NO. : _____
電話

FAX NO. : _____
圖文傳真

E-MAIL : _____
電郵

* The information provided will be used for the purpose of this and subsequent manpower surveys.
所提供資料將用作是次及日後人力調查之用。

Part I – Manpower Information
第一部份 – 人力情況

Please complete columns 'B' to 'E' of the questionnaire according to the list of principal jobs by referring to Appendix B for job description of individual job.

請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各'B'至'E'欄。

Principal Jobs 主要職務

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at Survey Reference Date (Excl. trainees#)	(C) No. of Vacancies as at Survey Reference Date (Excl. trainees#)	(D) Forecasted No. of Employees as at July 2021 (Excl. trainees#)	(E) No. of Trainees/ Apprentices Planned for Recruitment in the Coming Year	(F) Average Monthly Income 每月平均收入
		在統計日期 的僱員人數 (受訓者除外)	在統計日期的 空缺額 (受訓者除外)	預計在2021年 7月的僱員人數 (受訓者除外)	未來一年 計劃招聘的 受訓者/學徒 人數	Code 編號 1 \$10,000 or below or below 2 \$10,001 - \$15,000 3 \$15,001 - \$20,000 4 \$20,001 - \$30,000 5 \$30,001 - \$45,000 6 \$45,001 - \$60,000 7 Over \$60,000 以上
	Please enter a zero '0' in the box if there is no employee / vacancy. 如沒有僱員/空缺，請在方格內填入'0'。					
e.g. 例子:	Job Title A (3 employees and 2 vacancies) 職位甲 (3名僱員, 1名受訓者及2個空缺)	3	2	5	1	5
	Managerial Level 經理級					
151	Managing Director / General Manager / Publisher / Chief Executive Director / President 董事經理/總經理/出版人/社長					
152	Editorial Director / Chief Editor / Publishing Director 總編輯/出版總監					
153	Design Director / Art Director / Design Manager 設計總監/美術總監/設計經理					
154	Production Director / Production Manager 製作總監/製作經理					
155	Marketing Director / Marketing Manager 市場總監/市場經理					
156	Sales Director / Sales Manager (Newspaper and Magazine Publications) 營業總監/營業經理(報刊)					
157	Sales Director / Sales Manager (Book Publications) 營業總監/營業經理(書刊)					
158	Editorial Manager / Managing Editor 編輯經理/主編					
159	Manager (E-publishing) 電子出版經理					
	Supervisory Level 主任級					
251	Commissioning Editor / Acquisition Editor 策劃編輯					
252	Senior Editor 高級編輯					
253	Designer 設計師					
254	Production Supervisor 製作主任					
255	Sales Supervisor 營業主任					
256	Marketing / Publicity Supervisor 市場/宣傳主任					
257	Customer Services Supervisor / Officer (Books) 客戶服務主任(書籍)					
258	Circulation Supervisor (Magazines & Newspapers) 發行主任(報刊)					
259	Supervisor (E-publishing) 電子出版主任					

The term "trainees" includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.
「受訓者」包括正在接受各種訓練的人士，以及簽有學徒合約的登記學徒。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

Job Code 職位 編號	(A) Principal Job 主要職務 (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at Survey Reference Date (Excl. trainees [#]) 在統計日期 的僱員人數 (受訓者 [#] 除外)	(C) No. of Vacancies as at Survey Reference Date (Excl. trainees [#]) 在統計日期的 空缺額 (受訓者 [#] 除外)	(D) Forecasted No. of Employees as at July 2021 (Excl. trainees [#]) 預計在2021年 7月的僱員人數 (受訓者 [#] 除外)	(E) No. of Trainees/ Apprentices Planned for Recruitment in the Coming Year 未來一年 計劃招聘的 受訓者/學徒 人數	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$10,000 or below 或以下 2 \$10,001 - \$15,000 3 \$15,001 - \$20,000 4 \$20,001 - \$30,000 5 \$30,001 - \$45,000 6 \$45,001 - \$60,000 7 Over \$60,000 以上
	Please enter a zero '0' in the box if there is no employee / vacancy. 如沒有僱員/空缺，請在方格內填入 '0'。					
Technical Staff Level 技術人員級						
351	Editor / Assistant Editor / Art Editor / Proof Reader 編輯/助理編輯/美術編輯/校對員					
352	Assistant Designer 助理設計員					
353	Illustrator 插圖員					
354	Desktop Publishing (DTP) / E-publishing Technician 桌面排版 / 電子出版操作員					
355	Production Assistant 製作助理					
356	Sales Representative / Sales Executive 營業代表/營業主任					
357	Marketing / Publicity Assistant 市務助理/宣傳助理					
OTHER RELEVANT STAFF 其他相關人員						

For Official Use

The term "trainees" includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.
「受訓者」包括正在接受各種訓練的人士，以及簽有學徒合約的登記學徒。

Part II
第二部份

Expected change in business situation for the coming year

來年業務狀況預期變動

1. Employer's View on the Expected Change in Business Situation for the Coming Year
僱主對來年業務狀況預期變動的意見

Better 較佳	Same 不變	Worse (Please give the reason) 較差(請說明原因)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Percentage of business for Electronic publishing

電子出版佔公司業務百分比

2. Estimated percentage of business in Electronic publishing for the coming year.

未來一年電子出版業務佔公司業務百分比。

%

Employees Left

僱員離職

3. Please state the number of employees who had left your establishment in the past 12 months.

請列出 貴機構過去十二個月內離職的僱員人數。

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Technical Staff Level</u> 技術人員級
No. of Employees who had left your establishment 離職的僱員人數			

Recruitment

招聘

4. Please state the number of new recruits in the past 12 months.

請列出 貴機構過去十二個月內新招聘的僱員人數。

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Technical Staff Level</u> 技術人員級
(a) Total number of recruits 總招聘人數			
(b) Number of recruits who have performed related duties in their last job 當中入職前是從事相關職務的人數			

Promotion

晉升

5. Please state the number of publishing employees in the industry promoted during the past 12 months.

請列出 貴機構過去十二個月內晉升的出版業僱員人數。

	<u>Managers</u> 經理	<u>Supervisors</u> 主任	<u>Technical Staff</u> 技術人員
No. of employees 僱員人數			

Recruitment Difficulties**招聘困難**

6. Please indicate the difficulties encountered in recruitment in past 12 months.
請指出 貴機構在過去十二個月招聘出版業僱員時所遇到的困難。

	Managerial Level 經理級	Supervisory Level 主任級	Technical Staff Level 技術人員級
(a) No recruitment was taken place 沒有招聘	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Recruitment was taken place and did not encounter difficulties in recruitment 有招聘，並 沒有 遇到招聘困難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Recruitment was taken place and the difficulties encountered were: (You may "✓" up to three options.) 有招聘，所遇到的困難是：（可剔“✓”選最多三項。）			
(i) Candidates lacked the relevant skills/expertise 應徵者並無相關技能／知識	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Candidates lacked the relevant experience 應徵者缺乏相關經驗	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Candidates lacked the relevant academic qualification 應徵者未具相關學歷	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Candidates' language skills (including Putonghua) were poor 應徵者語文能力（包括普通話）水平欠佳	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Candidates found the remuneration package not attractive 應徵者認為薪酬欠吸引	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Candidates found the fringe benefits not attractive 應徵者認為附帶福利欠吸引	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Candidates were unwilling to work on shift for long hours 應徵者不願意長時間輪班工作	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Candidates were unwilling to work in the mainland of China 應徵者不願意到中國內地工作	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Other Difficulties (Please Specify) 其他招聘困難(請註明)_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Age distribution of Employees

受僱的員工年齡分佈

7. Please provide the age distribution of staff
請提供 貴機構僱員的年齡分佈百分比

	Managers 經理	Supervisors 主任	Technical Staff 技術人員
(a) 30 or below 30 歲或以下	%	%	%
(b) 31 – 40 31 至 40 歲	%	%	%
(c) 41 – 50 41 至 50 歲	%	%	%
(d) 51 – 60 51 至 60 歲	%	%	%
(e) 61 or above 61 歲或以上	%	%	%
Total 總數	100%	100%	100%

Preferred Level of Education, Mode of Training and Period of Training of Employees

僱員宜有的教育程度、訓練方式及訓練期

8. Please indicate preferred Level of Education, Mode of Training and Period of Training of employees.
請指出僱員宜有的教育程度、訓練方式及訓練期。

Job level 職級	Managerial Level 經理級	Supervisory Level 主任級	Technical Staff Level 技術人員級
(a) Education (Please tick “√” 1 box for each job level) 教育 (每職級請剔“√” 選一項)			
(i) Postgraduate Degree 研究生學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) First Degree 學士學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Diploma/Certificate 文憑/證書	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Secondary 4 to 7 中四至中七	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Secondary 3 or below 中三或以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Training Mode (Please tick “√” 1 box for each job level) 訓練方式 (每職級請剔“√” 選一項)			
(i) On-the-job training 在職訓練	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Apprenticeship 學徒訓練	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Others 其他	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Training Period (Please tick “√” 1 box for each job level) 訓練時間 (每職級請剔“√” 選一項)			
(i) 4 years or above 四年或以上	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) 3 to less than 4 years 三年至四年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) 2 to less than 3 years 二年至三年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) 1 to less than 2 years 一年至二年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) 6 months to less than 1 year 六個月至一年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Below 6 months 六個月以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Employees' Training Needs**僱員的訓練需要**

9. Please indicate the training needs of the employees in the next 12 months in order to cope with the work requirements (e.g. taking into account Hong Kong's transformation into a knowledge-based economy)? (You may choose up to three options from code 101 to 608.)

為迎合工作的要求（包括香港轉型至知識型經濟），在未來十二個月，貴機構僱員需要哪方面的培訓？（可於編號101至608選最多三項。）

Training Needs (in order of importance) 訓練需要 (按重要性排序)	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Technical Staff Level</u> 技術人員級
1 st			
2 nd			
3 rd			

Please specify the details for "Others" (i.e. 106, 204, 304, 403 and 510) if they have been written above
如上述填寫“其他訓練需要”(即 106, 204, 304, 403 及 510)，請註明訓練內容 _____

<u>Code</u> 編號	<u>Type of Skills and/ or Knowledge</u> 技能/知識的類別	<u>Code</u> 編號	<u>Type of Skills and/ or Knowledge</u> 技能/知識的類別	<u>Code</u> 編號	<u>Type of Skills and/ or Knowledge</u> 技能/知識的類別
(I)	Management Skills <u>管理技能</u>	(II)	China-related Knowledge <u>有關中國的知識</u>	(III)	IT Skills <u>資訊科技的技能</u>
101	Production management 製作管理	201	Political, social and economic development in the mainland of China 在中國內地的政治、社會和經濟發展	301	Computer graphics and webpage design 電腦圖像處理與網頁設計
102	Quality management 品質管理	202	Laws and regulatory restrictions for access to China's market 進入中國市場的法律和經濟發展	302	E-commerce knowledge and applications 電子商貿的知識及應用
103	Marketing management 經銷管理	203	Trade and industry environment in the mainland of China 在中國內地的行業及營商常規	303	Media technology 媒體科技
104	Customer services 客戶服務	204	Others 其他	304	Others 其他
105	Human resources management 人事管理				
106	Others 其他				
(IV)	Language Skills <u>語文技能</u>	(V)	Industry Specific Skills <u>業內專業技能</u>	(VI)	Soft Skills <u>軟性技巧</u>
401	Spoken English 英語會話	501	Editing 編輯	601	Communication skills 溝通技巧
402	Putonghua 普通話	502	Artwork/ Design 稿件設計	602	Teamwork 團隊合作
403	Others 其他	503	Publishing production 出版製作	603	Problem solving 解難技巧
		504	Marketing 市場推廣	604	Conflict resolution 解決糾紛
		505	Sales and customer service 銷售及客戶服務	605	Presentation skills 演示技巧
		506	Logistics 物流	606	Negotiation skills 談判技巧
		507	Copyright knowledge 版權知識	607	Business ethics 商業道德
		508	e-publishing and e-learning product development 電子出版及電子學習產品發展	608	Global vision 國際視野
		509	Digital marketing and social media marketing 數碼市場推廣及社交媒體市場推廣		
		510	Others 其他		

End of Questionnaire. Thank You for Your Co-operation.
問卷完，多謝合作。

The 2020 Manpower Survey of the
Publishing Industry
出版業 2020 年人力調查

Explanatory Note
附註

Part I
第一部份

1. Principal Jobs - Column 'A'
主要職務 —— 'A' 欄

- (a) Please go through column 'A' and mark those principal jobs applicable to your establishment. For detailed job descriptions for principal jobs, please refer to Appendix B.
請瀏覽 'A' 欄，選取適用於 貴機構的主要職務。有關詳細的工作說明，請參閱附錄 B。
- (b) The job titles may not be the same as those adopted by your establishment, but if the description of a certain job in your establishment is the same or substantially the same as the job description of, for example, Senior Editor, then for the purpose of this survey you should regard the job holder as a Senior Editor regardless of his/her actual title in your establishment.
調查表所列的職稱可能與 貴機構所採用的有別，但如 貴機構某職務的工作性質與調查表所載職務（例如「高級編輯」）相同或相近，則擔任該職務者不論在 貴機構的實際職稱為何，在是次調查中亦應歸類為「高級編輯」。
- (c) In the event where an employee's duties in your establishment are split between two or more job titles, please use the job title that best describes his/her principal responsibility.
如 貴機構有員工身兼多項職責，請選用最能反映其主要職責的職稱。

2. Number of Employees as at Survey Reference Date (Excl. Trainees) - Column 'B'
在統計日期的僱員人數（受訓者除外） —— 'B' 欄

For each principal job, please fill in the total number of employees (excluding trainees) as at survey reference date. 'Employees' refer to those who have worked for the same employer for 4 weeks or more and for not less than 18 hours in each week. The number should include all employees under Hong Kong establishment's payroll, disregarding whether those are deployed to work in other places (including the mainland of China).

請填寫 貴機構於統計日期僱用的每個主要職務的僱員總數（受訓者除外）。「僱員」是指在 貴機構全職工作達 4 星期或以上，同時每星期工作不少於 18 小時的員工。此數目應包括 貴機構在香港人事編制內的所有僱員，不論是否有派駐往其他地方工作（包括中國內地）。

3. Number of Vacancies as at Survey Reference Date (Excl. Trainees) - Column 'C'
在統計日期的空缺額（受訓者除外） —— 'C' 欄

Please fill in the total number of existing vacancies (excluding trainees) as at survey reference date for each type of job. "Existing Vacancies" refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at survey reference date.

請填上 貴機構每一主要職務在統計日期的空缺額（受訓者除外）。「統計日期的空缺額」是指該職位於統計日期仍懸空，須立刻填補，而現正積極招聘人員填補。

4. Forecast Number of Employees as at July 2021 (Excl. Trainees) – Column ‘D’
預計在2021年7月的僱員人數（受訓者除外）——‘D’欄

Please fill in the forecasted number of employees as of July 2021 (excl. trainees). The number given could be less than that existing number of employees if a contraction is expected.

請填上在2021年7月每個主要職務的預計僱員人數（受訓者除外）。如估計屆時業務將會收縮，此欄所填人數可少於現有僱員人數。

5. Number of Trainees/Apprentices Planned for Recruitment in the Coming Year – Column ‘E’
未來一年計劃招聘的受訓者／學徒人數——‘E’欄

‘Trainees/Apprentices’ includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.

「受訓者／學徒」包括正在接受各種訓練的人士以及簽有學徒合約的登記學徒。

6. Average Monthly Income Range – Column ‘F’
每月平均收入——‘F’欄

Please enter the code of average monthly remuneration package during the past 12 months for each principal job of employee(s). This should include basic wages, regular overtime pay, cost of living allowance, meal allowance, average monthly amount of year end bonus, etc., if any. If you have more than one employee doing the same job, please enter the average range.

請在‘F’欄填入每個主要職務的僱員過去十二個月每月平均薪酬的編號，這包括底薪、定期超時工作工資、生活津貼、膳食津貼、每月平均之年終花紅等。若從事同類工作的僱員多於一名，則請取其平均收入。

Part II **第二部份**

7. Question 1 – Expected change in business situation for the coming year
問題1——來年業務狀況預期變動

In Question 1, please indicate your view on the expected change in business situation for the coming year, whether your business situation would be better, the same or worse for the coming year than this year. If ‘worse’ is chosen, please give the reason.

請在問題1欄內標示貴機構的意見，有關僱主對來年業務狀況預期的變動，預計閣下明年的業務狀況比今年較佳，不變或較差。如貴機構預期明年的業務狀況比今年較差，請說明原因。

8. Question 2 – Percentage of business for Electronic publishing
問題2——電子出版佔公司業務百分比

In Question 2, please fill in estimated percentage of business in Electronic publishing for the coming year.

請在問題2欄內填入未來一年電子出版業務佔公司業務百分比。

9. Question 3 – Employees Left
問題3——僱員離職

In Question 3, please state the number of employees who had left your establishment in the past 12 months.

請在問題3欄內列出貴機構過去十二個月內離職的僱員人數。

10. Question 4 – Recruitment

問題4 —— 招聘

- (a) Please state the number of new recruits in the past 12 months.
請列出 貴機構過去十二個月內新招聘的僱員人數。
- (b) Please state the number of recruits who have performed related duties in their last jobs from item (a).
請列出在上列(a)項中，入職前是從事相關職務的人數。

11. Question 5 – Promotion

問題5 —— 晉升

In Question 5, please state the number of publishing employees in the industry promoted during the past 12 months. If an employee has more than one promotion during the year in your establishment, only the last and one promotion should be counted.

請在問題 5 欄內列出 貴機構過去十二個月內晉升的出版業僱員人數。如 貴機構僱員在一年內有多過一次晉升，只需計算最後一次晉升在調查表內。

12. Question 6 – Recruitment Difficulties

問題6 —— 招聘困難

Please indicate the difficulties encountered in recruitment of employees of your establishment in the past 12 months (may choose up to three options)

請標示 貴機構在過去十二個月在招聘印刷業僱員時遇到的困難（可剔選最多三項）。

13. Question 7 – Age distribution of Employees

問題7 —— 受僱的員工年齡分佈

Please provide the age distribution of staff.

請提供 貴機構僱員的年齡分佈百分比。

14. Question 8 – Preferred Education, Mode of Training and Period of Training of Employees

問題8 —— 僱員宜有的教育程度、訓練方式及訓練期

In Question 8, please tick the boxes the preferred education, mode of training and period of training which an employee in each job level (i.e. managerial level, supervisory level and technical staff level) should have if he/she has to carry out his/her work competently. (Please tick 1 box for each job level).

請在問題 8 之方格內選擇經理級、主任級及技術人員級的僱員宜具備何種教育程度、訓練方式及訓練期，才能勝任其工作。（每職級請剔選一項）

Definition of Preferred Level of Education:

宜有教育程度的定義：

- ◆ “Postgraduate Degree” refers to higher degrees (e.g. master degrees) offered by local or non-local education institutions, or equivalent.
「研究生學位」是指本地或非本地教育機構提供的高等學位（如碩士學位），或同等教育程度。
- ◆ “First Degree” refers to first degrees offered by local or non-local education institutions, or equivalent.
「學士學位」是指本地或非本地教育機構提供的學士學位，或同等教育程度。
- ◆ “Sub-degree” refers to Associate Degrees, Higher Diplomas, Professional Diplomas, Higher Certificates, Endorsement Certificates, Associateship or equivalent programmes offered by local or non-local education institutions.

「副學位」是指本地或非本地教育機構提供的副學士、高級文憑、專業文憑、高級證書、增修證書、院士銜或同等課程。

- ◆ “Diploma/Certificate” refers to technical and vocational education programmes including Diploma/Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level, or equivalent.
「文憑／證書」是指技術及職業教育課程之文憑／證書、基礎課程文憑、職專文憑及技工程度的課程，或同等教育程度。
- ◆ “Secondary 4 to 7” refers to Secondary 4-7, covering the education programmes in relation to the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma Yi Jin, or equivalent.
「中四至中七」是指中四至中七（包括與香港中學會考、香港中學文憑考試、毅進文憑等相關的教育課程）或同等教育程度。
- ◆ “Secondary 3 or below” refers to Secondary 3 or below, or equivalent.
「中三或以下」是指中三或以下，或同等教育程度。

Definition of Preferred Mode of Training:

宜有訓練方式的定義：

- ◆ “On-the-job training” refers to an employee being trained or instructed by a trainer or supervisor when doing his/her job.
「在職訓練」是指僱員在工作期間，接受導師或主管的訓練或教導。
- ◆ “Apprenticeship” refers to an employee being trained under a contract of apprenticeship.
「學徒訓練」是指僱員以簽訂學徒合約模式接受訓練。

15. Question 9 – Employees' Training Needs

問題9 —— 僱員的訓練需要

Please indicate the training needs of the employees in the next 12 months in order to cope with the work requirements (may choose up to three options in order of importance).

為迎合工作的要求，請列出 貴機構僱員在未來十二個月需要的培訓（按重要性排序可選最多三項）。

Job Descriptions for Principal Jobs in Publishing Industry
出版業主要職務工作說明

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
151	Managing Director / General Manager / Publisher / Chief Executive Director / President 董事經理／總經理／出版人／ 社長	Responsible for policy formulation, developing policy and strategy for E-publishing business and the profitable operation of the company. Develops and recommends strategic objectives. Plans, budgets, organises, directs and controls, edits publishing, and promotes sales activities. 制定有助公司利潤的業務方針；訂立業務目標；發展電子出版業務之政策和策略；制定計劃和預算，籌劃、管理及督導、編輯出版及營銷業務。
152	Editorial Director / Chief Editor / Publishing Director 總編輯／出版總監	Responsible for editorial policy and standards, departmental organisation and procedures, the profitability of new publications, authors' royalty policy and legal implications especially copy-right. Co-ordinates editorial and research activities with production, design and marketing departments, and monitors schedules of E-publishing business. 制定編輯政策及標準，管理部門組織及出版程序，負責研究新刊物的盈利以及作者的版稅和法律問題，例如版權；協調編輯、市場調查、製作、設計、市場推廣等部門的工作，及監察電子出版業務之進度。
153	Design Director / Art Director / Design Manager 設計總監／美術總監／設計經理	Responsible for design standards, departmental organisation and procedures. Co-ordinates and supervises freelance work. 負責設計標準、部門組織及工作程序，協調及管理外判的工作。
154	Production Director / Production Manager 製作總監／製作經理	Responsible for production standards, departmental organisation and procedures. Supervises purchasing; assesses new suppliers and materials. Checks estimates, and monitors schedules and costs. 負責製作標準、部門組織及工作程序；管理採購事宜，評估新供應商及物料；核對估價，監察進度和成本。
155	Marketing Director / Marketing Manager 市場總監／市場經理	Responsible for marketing policy, departmental organisation and procedures. Prepares sales forecasts, conducts market research; supervises sales, publicity and marketing services activities. Develops local and overseas markets; sells subsidiary rights and markets books produced by other publishers for whom the company acts as agent. 負責市場推廣政策、部門組織及工作程序；草擬銷量預測，進行市場調查，督導銷售、宣傳及市場服務等工作；拓展本地及海外市場，推銷代理權，銷售公司代理的書籍。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (Continued) 經理級 (續)		
156	Sales Director / Sales Manager (Newspaper and Magazine Publications) 營業總監／營業經理 (報刊)	Develops the sales of a magazine's advertising space. 主理雜誌廣告位的銷售。
157	Sales Director / Sales Manager (Book Publications) 營業總監／營業經理 (書刊)	Develops the publishing activities and logistic management. 主理出版業務及物流倉存管理
158	Editorial Manager / Managing Editor 編輯經理／主編	Responsible for implementing the publishing plans. Supervises the writers and editors to complete the script writing and editing works. 負責落實出版計劃、督導作者及編輯人員，完成稿件的撰審及編輯工作。
159	Manager (E-publishing) 電子出版經理	Responsible for implementing the policy and strategy for E-publishing business and monitoring schedules of the business. 負責發展電子出版業務之政策和策略，及監察該業務之進度。
SUPERVISORY LEVEL 主任級		
251	Commissioning Editor / Acquisition Editor 策劃編輯	Responsible for the development of E-publishing content. Plans article topics, commissions authors, assesses projects and liaises with authors. Draws up overall magazine contents. Prepares design and production briefs. Monitors publishing schedules. Briefs marketing department. 負責執行電子出版內容。策劃選題，聘請作者，評估計劃，與作者聯絡；概括定出刊物的內容；草擬設計及製作摘要；監察出版進度；指示市場推廣部門。
252	Senior Editor 高級編輯	Responsible for verifying and checking of different kinds of text books and magazines and supervises the making up work repeatedly in the process of preparing the script including translation, proofreading etc. 負責審核及編輯不同書籍及刊物的工作，並跟進稿件在製作過程中的工作，包括翻譯及校對工作等。
253	Designer 設計師	Responsible for design specifications for individual books and magazines. Commissions illustrations and photographs. Marks up typescript for prepress and prepares rough page layouts and cover/jacket artwork. Prepares design work on publicity brochures and web page design. 負責不同書籍或刊物的設計；安排製作插圖及照片；審閱稿件及加上指示以便排版，製備粗略的內頁版樣構想和封頁的美術稿；負責宣傳品的美術設計及互聯網網頁設計。

Code No. 編號	Job Title 職 稱	Job Description 工作說明
SUPERVISORY LEVEL (Continued) 主任級 (續)		
254	Production Supervisor 製作主任	Prepares estimates and production schedules. Monitors quality control. Chooses suppliers and places orders. Supervises colour separation, typesetting and printing / binding suppliers. Maintains schedules and keeps costs within estimates. 製備預算和製作進度表；控制品質；選擇適合的供應商，訂購物料；督導版面製作和印刷／裝訂工作；使製作符合進度，保持支出在預算內。
255	Sales Supervisor 營業主任	Organises and supervises the sales force. 組織推銷工作和督導推銷及客戶聯繫。
256	Marketing / Publicity Supervisor 市場／宣傳主任	Prepares and distributes catalogues and other general lists. Plans and executes promotional campaigns for individual titles or group of titles including advertising, direct mail campaigns, point-of-sale material. Organises exhibitions and supervises inspection copy service. 製備和分發圖書目錄及宣傳品；策劃和執行出版物的宣傳活動，包括刊登廣告、郵寄網上宣傳、現場售賣刊物；籌辦展覽會及安排書刊試閱服務。
257	Customer Services Supervisor / Officer (Books) 客戶服務主任（書籍）	Plans and controls customer services including enquiries and customer records. 策劃和管理客戶服務，包括查詢服務和客戶記錄。
258	Circulation Supervisor (Magazines & Newspapers) 發行主任（報刊）	Responsible for the distribution of the publication locally and, where necessary, overseas. 負責刊物在本地或海外的發行事宜。
259	Supervisor (E-publishing) 電子出版主任	Responsible for the implementation of E-publishing business. 負責執行電子出版業務。
TECHNICAL STAFF LEVEL 技術人員級		
351	Editor / Assistant Editor / Art Editor / Proof Reader 編輯／助理編輯／美術編輯／校對員	Checks typescripts and suggests improvements, handles photo research, copyright clearance. Checks proofs, dummies, artwork, blueprints. 核對稿件和提出改進建議；處理照片及版權許可事宜；校對版樣、美術稿和藍圖。
352	Assistant Designer 助理設計員	Designs graphic art work and web page including using of CAD system. 製備美術正稿及網頁，包括採用電腦設備。

Code No. 編號	Job Title 職 稱	Job Description 工作說明
TECHNICAL STAFF LEVEL (Continued) 技術人員級 (續)		
353	Illustrator 插圖員	Produces illustrative drawings, charts, and diagrams applied to all parts of a book, adding interesting images to the overall visual presentation, and further enhances the readability and clarity of book content. 為書中各部分，製作合適的插圖、圖表及圖解，以求透過有趣的圖像，增強全書的整體視覺效果，使內容更清晰，並進一步提高全書的可讀性。
354	Desktop Publishing (DTP) / E-publishing Technician 桌面排版 / 電子出版操作員	Inputs and processes data, edits text and illustrations on desktop publishing terminal; operates computer output devices for both print and E-publishing platforms. 在電腦桌面排版系統輸入及處理資料，編輯內文，圖像處理；操作電腦輸出設備，供紙張印刷及電子出版平台。
355	Production Assistant 製作助理	Assists in the production of books and magazines. 協助書本和雜誌的印製事宜。
356	Sales Representative / Sales Executive 營業代表 / 營業主任	Visits bookshops, schools and other organisations to promote sales. 往書店、學校及其他銷售渠道推銷刊物。
357	Marketing / Publicity Assistant 市務助理 / 宣傳助理	Assists with publicity and customer services operations. 協助宣傳及客戶服務等工作。

Quality Control Measures

Prior to fieldwork preparation

- Collect contact information of the sampled establishments
- Group sampled establishments to the same business organisation

Thorough training of fieldwork staff

- Industry briefing workshop by VTC
- Intensive briefing and training sessions by MOV in consultation with VTC

Monitoring of the fieldwork execution

- Well-trained enumerators who are experienced in conducting establishment surveys
- Closely monitor fieldwork progress and work of enumerators
- Debriefing sessions twice a week
- Joint field visits by VTC

Measures to increase the response rate

- Strategic directions given by VTC
- Assistance from the Training Boards and trade associations, etc.

Checking of the completed questionnaires

- Sample check of completed questionnaires by an independent team of QC checkers
- 100% vetting of the completed questionnaires by VTC

Double data entry and data validation

- Double data entry system
- Validation of collected data via computer programming and systems

Data analysis by VTC

- Comparison of survey findings with last round
- Benchmarking with relevant manpower information (if deemed appropriate)

質素控制措施

實地調查前的準備工作

- 收集抽樣機構的聯絡資料
- 將同一業務組織的抽樣機構集合在一起

實地調查員的充分訓練

- 由 VTC 主持行業簡介工作坊
- 諮詢 VTC 後，由 MOV 提供簡介與培訓

監察實地調查的執行

- 訓練有素，並具機構調查經驗的調查員
- 密切監察實地調查進程與調查員的工作
- 每星期舉行兩次匯報會
- VTC 聯合實地探訪

增加填覆率的措施

- VTC 提供策略指引
- 由訓練委員會與行業組織協助

檢查填覆的問卷

- 由獨立質素審查隊伍抽樣檢查填覆的問卷
- 填覆的問卷 100%由 VTC 審查

複式數據輸入及檢核收集所得數據

- 複式數據輸入制度
- 運用電腦程式與系統檢核收集所得數據

由 VTC 分析數據

- 比較上一輪的調查結果
- 如視為適當，以相關人力資料為基準

Response Profile

Industry & Branch		(a) No. of Valid Cases*	(b) No. of Establishments Successfully Enumerated	(b)/(a) Effective Response Rate
Print Media Industry	Branch 1: Newspaper printing	30	24	80.0%
	Branch 2: Job printing	231	224	97.0%
	Branch 3: Printing	49	49	100.0%
	Branch 4: Manufacture of containers & boxes of paper & paperboard	28	28	100.0%
	Branch 5: Printing agent	135	131	97.0%
	Branch 6: Printing suppliers and metal can printing firms	41	40	97.6%
	Branch 7: Printing Department of the academic institutions	6	5	83.3%
Publishing Industry	Branch 8: Publishing of Newspaper	37	31	83.8%
	Branch 9: Publishing and allied industries	81	75	92.6%
	Branch 10: Wholesales of books, periodicals and newspapers	19	17	89.5%
	Branch 11: Import/ export of books periodicals and newspaper	35	32	91.4%
	Branch 12: Publishing Department of the selected organisations	9	9	100.0%
Overall		701	665	94.9%

Note: * Invalid cases were referred as those establishments which had been ceased operation, closed, and so on.

填覆機構概要

行業及門類		(a) 有效抽樣機 構數目*	(b) 成功受訪 機構數目	(b)/(a) 有效回覆率
印刷媒體業	門類1: 報紙印刷	30	24	80.0%
	門類2: 商業印刷	231	224	97.0%
	門類3: 印刷及有關活動	49	49	100.0%
	門類4: 紙容器、紙盒及紙板的 製造	28	28	100.0%
	門類5: 印務代理	135	131	97.0%
	門類6: 印刷器材及物料供應 商、金屬罐製造商	41	40	97.6%
	門類7: 學術機構的印刷部門	6	5	83.3%
出版業	門類8: 報紙出版	37	31	83.8%
	門類9: 出版及有關活動	81	75	92.6%
	門類10: 書報及期刊批發	19	17	89.5%
	門類11: 書報及期刊進出口貿 易	35	32	91.4%
	門類12: 選定機構的出版部門	9	9	100.0%
整體		701	665	94.9%

註: * 已停止營運或結業的機構視作無效。

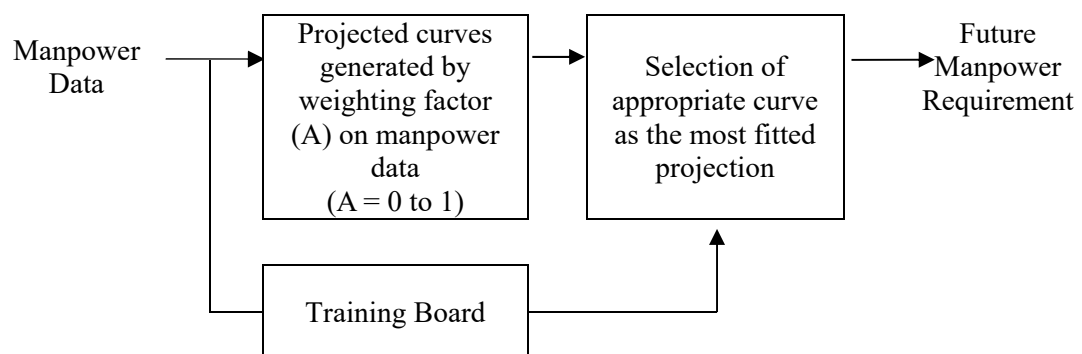
Manpower Projection Methodology

The 'Adaptive Filtering Method' (AFM) is a forecasting method which rested on the principle of "Weighted Exponential Smoothing". In this method, past manpower data are weighted. Heavier weightings are given to the data from more recent surveys.

Thus, the forecast is more dependent on the more recent manpower information. The degree of emphasis on the more recent survey data can however be varied by adjusting the weighting factor (A). The higher the value of ' A ', the heavier the weightings of the more recent data are.

Finally the forecast may also be optimised to suit decisions by training boards based on factors such as market trends, technological development, social-economical factors, future expectations and so on. The method is illustrated in *Figure 1 below*

Figure 1 Adaptive Filtering Method



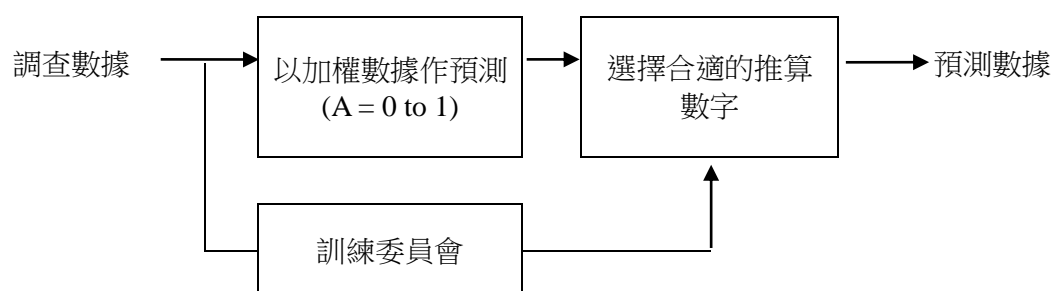
人力預測方法

調節過濾預測法 [Adaptive Filtering Method, AFM] 是一種基於“加權平均數值”的預測方法。在這種方法中，將過往的人力數據進行加權，並對較新的數據進行較重的加權。

因此，預測更多地取決於最近的人力數據。就採用最新調查數據的程度可以通過調整加權因子（A）來改變。“A”的值越高，最新數據的權重就越大。

訓練委員會並根據市場趨勢、技術發展、社經因素及未來期望等數據優化未來人力需求的預測。圖 1 顯示調節過濾預測法的推算過程。

圖 1 調節過濾預測法



Statistical Tables

統計表

Table 1: Manpower Statistics in the Print Media Industry

表1: 印刷媒體業人力統計數字

Job Code 職務 編號	Job Title 職稱	No. of Employees as at Survey Reference Date (Excl. trainees#) 在統計日期 的僱員人數 (受訓者#除外)	No. of Vacancies as at Survey Reference Date (Excl. trainees#) 在統計日期的 空缺額 (受訓者#除外)	Forecasted No. of Employees as at July 2021 (Excl. trainees#) 預計在2021年 7月的僱員人數 (受訓者#除外)
TECHNOLOGIST / MANAGERIAL LEVEL 技師 / 管理級				
101	General Manager 總經理	443	0	441
102	Production / Prepress / Quality Manager 生產經理 / 印前經理 / 品質經理	357	0	357
103	Sales / Customer Services / Marketing Manager 營業 / 客戶服務 / 市場推廣經理	720	0	719
104	Procurement Manager 採購經理	60	0	60
105	Information Technology Manager (Printing) 資訊科技經理 (印刷)	43	0	43
Sub-Total 小計		1 623	0	1 620
TECHNICIAN / SUPERVISORY LEVEL 技術員 / 督導級				
201	Cost Estimator 印刷估價員	123	0	123
202	Production Planner / Production Controller / Quality Controller 生產策劃員 / 生產管制員 / 品質管制員	600	2	602
203	Sales Representative / Customer Service Officer / Job Controller / Marketing Staff 營業代表 / 客戶服務員 / 跟單員 / 市場推廣員	3 410	33	3 441
204	Overseer / Supervisor 督導員 / 管理員	288	0	288
205	Electrical & Mechanical Maintenance Technician (Printing) 機電維修 (印刷) 技術員	264	0	264
206	Designer / Design Officer 設計員 / 設計主任	468	3	471
207	Prepress Technician 印前技術員	844	20	864
208	Purchasing Officer / Controller 印刷物料採購員 / 控制員	98	0	98
209	Technical Services/Products (Printing) Technician 技術 / 產品 (印刷) 技術員	148	3	149
210	Information Technology (Printing) Technician 資訊科技 (印刷) 技術員	73	3	76
Sub-Total 小計		6 316	64	6 376

Note # The term "trainees" includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.

注 # 「受訓者」包括正在接受各種訓練的人士，以及簽有學徒合約的登記學徒。

Statistical Tables

統計表

Table 1: Manpower Statistics in the Print Media Industry

表1: 印刷媒體業人力統計數字

Job Code 職務 編號	Job Title 職稱	No. of Employees as at Survey Reference Date (Excl. trainees#) 在統計日期 的僱員人數 (受訓者#除外)	No. of Vacancies as at Survey Reference Date (Excl. trainees#) 在統計日期的 空缺額 (受訓者#除外)	Forecasted No. of Employees as at July 2021 (Excl. trainees#) 預計在2021年 7月的僱員人數 (受訓者#除外)
CRAFTSMAN LEVEL 技工級				
301	Electronic Prepress System Craftsman 電子印前系統操作技工	206	0	206
302	Offset Lithographic Platemaker 柯式版製作技工	408	0	408
303	Digital Printing System Craftsman 數碼印刷系統操作技工	841	5	846
304	Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機印刷技工	2 038	45	2 083
305	Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機印刷技工	284	3	287
306	Other Printing Machine Craftsman 其他印刷機械及包裝印刷操作技工	541	3	544
307	Binding Craftsman 裝訂技工	1 008	1	1 009
308	Die Cutting / Tool Making Craftsman 啤盒工/造模工	232	0	232
309	Package Finishing Machine Craftsman 包裝盒完成機技工	135	0	135
310	Other Print Finishing Craftsman 其他印後機械技工	441	2	443
Sub-Total 小計		6 134	59	6 193
UNSKILLED LEVEL 非技術工人級				
401	General Worker 雜工	701	4	705
Sub-Total 小計		701	4	705
GRAND TOTAL 總計		14 774	127	14 894

Note # The term "trainees" includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.

注# 「受訓者」包括正在接受各種訓練的人士，以及簽有學徒合約的登記學徒。

Table 2: Manpower Statistics in the Publishing Industry
表2: 出版業人力統計數字

Job Code 職務編號	Job Title 職稱	No. of Employees as at Survey Reference Date (Excl. trainees#) 在統計日期 的僱員人數 (受訓者#除外)	No. of Vacancies as at Survey Reference Date (Excl. trainees#) 在統計日期 的空缺額 (受訓者#除外)	Forecasted No. of Employees as at July 2021 (Excl. trainees#) 預計在2021年 7月的僱員人數 (受訓者#除外)
MANAGERIAL LEVEL 經理級				
151	Managing Director / General Manager / Publisher / Chief Executive Director / President 董事經理／總經理／出版人／社長	368	0	367
152	Editorial Director / Chief Editor / Publishing Director 總編輯／出版總監	387	0	387
153	Design Director / Art Director / Design Manager 設計總監／美術總監／設計經理	130	0	130
154	Production Director / Production Manager 製作總監／製作經理	63	0	63
155	Marketing Director / Marketing Manager 市場總監／市場經理	182	1	183
156	Sales Director / Sales Manager (Newspaper and Magazine Publications) 營業總監／營業經理(報刊)	180	5	185
157	Sales Director / Sales Manager (Book Publications) 營業總監／營業經理(書刊)	109	0	109
158	Editorial Manager / Managing Editor 編輯經理／主編	193	0	195
159	Manager (E-publishing) 電子出版經理	59	0	59
Sub-Total 小計		1 671	6	1 678
SUPERVISORY LEVEL 主任級				
251	Commissioning Editor / Acquisition Editor 策劃編輯	176	0	176
252	Senior Editor 高級編輯	756	3	759
253	Designer 設計師	531	7	538
254	Production Supervisor 製作主任	159	0	158
255	Sales Supervisor 營業主任	505	5	510
256	Marketing / Publicity Supervisor 市場／宣傳主任	265	2	267
257	Customer Services Supervisor / Officer (Books) 客戶服務主任(書籍)	164	0	164
258	Circulation Supervisor (Magazines & Newspapers) 發行主任(報刊)	163	0	163
259	Supervisor (E-publishing) 電子出版主任	234	0	234
Sub-Total 小計		2 953	17	2 969

Note # The term "trainees" includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.
注# 「受訓者」包括正在接受各種訓練的人士，以及簽有學徒合約的登記學徒。

Table 2: Manpower Statistics in the Publishing Industry
表2: 出版業人力統計數字

Job Code 職務 編號	Job Title 職稱	No. of Employees as at Survey Reference Date (Excl. trainees#) 在統計日期 的僱員人數 (受訓者#除外)	No. of Vacancies as at Survey Reference Date (Excl. trainees#) 在統計日期的 空缺額 (受訓者#除外)	Forecasted No. of Employees as at July 2021 (Excl. trainees#) 預計在2021年 7月的僱員人數 (受訓者#除外)
TECHNICAL STAFF LEVEL 技術人員級				
351	Editor / Assistant Editor / Art Editor / Proof Reader 編輯／助理編輯／美術編輯／ 校對員	2 356	87	2 443
352	Assistant Designer 助理設計員	510	4	514
353	Illustrator 插圖員	129	0	129
354	Desktop Publishing (DTP) / E-publishing Technician 桌面排版／電子出版操作員	766	1	767
355	Production Assistant 製作助理	180	0	180
356	Sales Representative / Sales Executive	863	12	865
357	Marketing / Publicity Assistant 市務助理／宣傳助理	422	5	427
Sub-Total 小計		5 226	109	5 325
GRAND TOTAL 總計		9 850	132	9 972

Note # The term "trainees" includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.
 注 # 「受訓者」包括正在接受各種訓練的人士，以及簽有學徒合約的登記學徒。

Table 3: Total Number of Employees by Job Level of the Print Media Industry Between 1990 and 2020
表3: 1990至2020年印刷媒體業各職級人力統計數字

Year 年份	Job Level 職級					Total no. of employees 僱員總人數
	Technologist / Managerial Level 技師 / 管理級	Technician Level 技術員 / 督導級	Craftsman Level 技工級	Operative Level 操作工級	Unskilled Level 非技術人員級	
1990	-	4 351	17 929	2 898	2 817	27 995
1992	-	3 549	18 408	3 622	2 915	28 494
1994	-	4 747	19 930	3 367	2 660	30 704
1996	-	6 157	16 226	2 928	3 715	29 026
1998	165	4 758	14 639	2 222	3 133	24 917
2000	445	5 656	13 729	2 082	1 893	23 989
2002	729	5 466	11 935	860	1 334	21 546
2004	759	6 208	11 816	-	1 579	21 222
2006	1 185	7 544	11 370	-	1 214	21 313
2008	1 385	8 382	11 508	-	1 203	22 478
2010	1 661	8 733	9 643	-	1 111	21 148
2012	1 243	7 962	7 891	-	1 269	18 365
2014	1 410	7 315	7 771	-	1 194	17 690
2016	1 535	6 730	7 382	-	1 268	16 915
2020	1 623	6 316	6 134	-	701	14 774

Note: The employees at the technologist/managerial level was first included in the survey of 1998 and was widened to cover more principal jobs at the technologist/managerial level in the subsequent surveys. The principal jobs at the operative level were removed starting from the 2006 survey.

註: 1998年開始將技師 / 管理級職務納入人力調查, 後來的調查中再擴闊範圍以涵蓋更多主要職務。由2006年調查起, 刪除操作工級的主要職務分類。

Table 4: Total Number of Employees by Job Level of the Publishing Industry Between 1990 and 2020
表4: 1990至2020年出版業各職級人力統計數字

Year 年份	Job Level 職級			Total no. of employees 僱員總人數
	Managerial Level 經理級	Supervisory Level 主任級	Technical Staff Level 技術人員級	
1987	382	551	1 006	1 939
1989	387	584	1 064	2 035
1992	384	741	1 058	2 183
1996	509	773	1 211	2 493
2000	1 511	1 945	2 505	5 961
2002	1 336	2 714	3 329	7 379
2004	778	2 290	4 648	7 716
2006	944	2 593	4 393	7 930
2008	1 046	3 037	4 827	8 910
2010	1 148	3 365	4 815	9 328
2012	1 633	3 356	4 911	9 900
2014	1 709	2 552	6 388	10 694
2016	1 798	2 717	5 718	10 233
2020	1 671	2 953	5 226	9 850

Table 5: Distribution of Monthly Income Range in the Print Media Industry
表5: 印刷媒體業每月收入分布情況

Job Code 職務 編號	Job Title 職稱	\$10,000 or below 或以下	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	Over \$60,000 以上
TECHNOLOGIST / MANAGERIAL LEVEL 技師 / 管理級								
101	General Manager 總經理	0.0%	0.0%	11.6%	46.4%	26.4%	9.2%	6.3%
102	Production / Prepress / Quality Manager 生產經理 / 印前經理 / 品質經理	0.0%	0.0%	10.9%	44.4%	40.5%	3.3%	1.0%
103	Sales / Customer Services / Marketing Manager 營業 / 客戶服務 / 市場推廣經理	0.0%	0.3%	5.3%	42.2%	47.1%	4.0%	1.1%
104	Procurement Manager 採購經理	0.0%	0.0%	5.6%	55.6%	33.3%	2.8%	2.8%
105	Information Technology Manager (Printing) 資訊科技經理 (印刷)	0.0%	0.0%	8.6%	40.0%	40.0%	2.9%	8.6%
Sub-Total 小計		0.0%	0.1%	8.3%	44.1%	39.4%	5.2%	2.7%
TECHNICIAN / SUPERVISORY LEVEL 技術員 / 督導級								
201	Cost Estimator 印刷估價員	0.0%	0.0%	9.5%	87.4%	3.2%	0.0%	0.0%
202	Production Planner / Production Controller / Quality Controller 生產策劃員 / 生產管制員 / 品質管制	0.0%	12.9%	35.3%	49.2%	2.7%	0.0%	0.0%
203	Sales Representative / Customer Service Officer / Job Controller / Marketing Staff 營業代表 / 客戶服務員 / 跟單員 / 市	0.0%	21.2%	49.0%	24.9%	4.9%	0.0%	0.0%
204	Overseer / Supervisor 督導員 / 管理員	0.0%	2.0%	16.7%	70.2%	11.0%	0.0%	0.0%
205	Electrical & Mechanical Maintenance Technician (Printing) 機電維修 (印刷) 技術員	0.0%	8.9%	18.3%	62.1%	10.6%	0.0%	0.0%
206	Designer / Design Officer 設計員 / 設計主任	0.0%	7.5%	33.5%	54.4%	2.3%	2.3%	0.0%
207	Prepress Technician 印前技術員	0.0%	31.2%	35.4%	30.4%	3.0%	0.0%	0.0%
208	Purchasing Officer / Controller 印刷物料採購員 / 控制員	0.0%	12.1%	25.3%	62.6%	0.0%	0.0%	0.0%
209	Technical Services/Products (Printing) Technician 技術 / 產品 (印刷) 技術員	0.0%	32.7%	39.1%	26.4%	1.8%	0.0%	0.0%
210	Information Technology (Printing) Technician 資訊科技 (印刷) 技術員	0.0%	5.1%	1.7%	93.2%	0.0%	0.0%	0.0%
Sub-Total 小計		0.0%	19.1%	40.2%	36.0%	4.5%	0.2%	0.0%

Table 5: Distribution of Monthly Income Range in the Print Media Industry
 表5: 印刷媒體業每月收入分布情況

Job Code 職務 編號	Job Title 職稱	\$10,000 or below 或以下	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	Over \$60,000 以上
CRAFTSMAN LEVEL 技工級								
301	Electronic Prepress System Craftsman 電子印前系統操作技工	0.0%	64.9%	35.1%	0.0%	0.0%	0.0%	0.0%
302	Offset Lithographic Platemaker 柯式版製作技工	0.0%	16.2%	59.7%	24.1%	0.0%	0.0%	0.0%
303	Digital Printing System Craftsman 數碼印刷系統操作技工	0.0%	10.4%	87.7%	1.9%	0.0%	0.0%	0.0%
304	Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機印刷技工	0.0%	78.4%	21.6%	0.1%	0.0%	0.0%	0.0%
305	Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機印刷技工	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
306	Other Printing Machine Craftsman 其他印刷機械及包裝印刷操作技工	0.0%	14.8%	84.9%	0.2%	0.0%	0.0%	0.0%
307	Binding Craftsman 裝訂技工	2.2%	74.3%	23.5%	0.0%	0.0%	0.0%	0.0%
308	Die Cutting / Tool Making Craftsman 啤盒工 / 造模工	0.0%	77.0%	23.0%	0.0%	0.0%	0.0%	0.0%
309	Package Finishing Machine Craftsman 包裝盒完成機技工	0.0%	59.0%	41.0%	0.0%	0.0%	0.0%	0.0%
310	Other Print Finishing Craftsman 其他印後機械技工	0.6%	82.1%	15.9%	1.5%	0.0%	0.0%	0.0%
Sub-Total 小計		0.4%	55.2%	42.3%	2.1%	0.0%	0.0%	0.0%
UNSKILLED LEVEL 非技術工人級								
401	General Worker 雜工	45.3%	53.2%	1.5%	0.0%	0.0%	0.0%	0.0%
Sub-Total 小計		45.3%	53.2%	1.5%	0.0%	0.0%	0.0%	0.0%
GRAND TOTAL 總計		2.3%	33.7%	35.8%	21.1%	6.2%	0.6%	0.3%

As a percentage of total number of employees by principal job.
 佔該職務僱員總數百分率。

Table 6: Distribution of Monthly Income Range in the Publishing Industry
 表6: 出版業僱員每月收入分布情況

Job Code 職務 編號	Job Title 職稱	\$10,000 or below 或以下	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	Over \$60,000 以上
MANAGERIAL LEVEL 經理級								
151	Managing Director / General Manager / Publisher / Chief Executive Director / President 董事經理 / 總經理 / 出版人 / 社長	0.0%	0.0%	1.3%	38.0%	25.6%	14.4%	20.8%
152	Editorial Director / Chief Editor / Publishing Director 總編輯 / 出版總監	0.0%	0.0%	7.6%	21.9%	39.5%	8.3%	22.6%
153	Design Director / Art Director / Design Manager 設計總監 / 美術總監 / 設計經理	0.0%	0.0%	0.0%	14.4%	56.7%	12.5%	16.3%
154	Production Director / Production Manager 製作總監 / 製作經理	0.0%	0.0%	0.0%	17.4%	69.6%	8.7%	4.3%
155	Marketing Director / Marketing Manager 市場總監 / 市場經理	0.0%	0.0%	0.0%	24.4%	65.6%	5.6%	4.4%
156	Sales Director / Sales Manager (Newspaper and Magazine Publications)	0.0%	0.0%	0.0%	23.0%	70.4%	5.9%	0.7%
157	Sales Director / Sales Manager (Book Publications) 營業總監 營業經理 (書刊)	0.0%	0.0%	0.0%	18.4%	68.4%	12.2%	1.0%
158	Editorial Manager / Managing Editor 編輯經理 / 主編	0.0%	0.0%	2.9%	7.0%	83.6%	5.8%	0.6%
159	Manager (E-publishing) 電子出版經理	0.0%	0.0%	0.0%	26.3%	57.9%	15.8%	0.0%
Sub-Total 小計		0.0%	0.0%	2.3%	23.3%	52.9%	9.7%	11.9%
SUPERVISORY LEVEL 主任級								
251	Commissioning Editor / Acquisition Editor 策劃編輯	0.0%	0.0%	17.4%	72.7%	6.8%	3.1%	0.0%
252	Senior Editor 高級編輯	0.0%	0.2%	7.3%	76.3%	14.8%	1.3%	0.0%
253	Designer 設計師	0.0%	0.0%	52.6%	36.2%	10.3%	0.9%	0.0%
254	Production Supervisor 製作主任	0.0%	0.0%	31.6%	57.1%	11.3%	0.0%	0.0%
255	Sales Supervisor 營業主任	0.0%	0.0%	24.3%	62.6%	9.0%	4.1%	0.0%
256	Marketing / Publicity Supervisor 市場 宣傳主任	0.0%	0.0%	34.4%	55.5%	10.2%	0.0%	0.0%
257	Customer Services Supervisor / Officer (Books) 客戶服務主任 (書籍)	0.0%	6.0%	62.7%	26.1%	5.2%	0.0%	0.0%
258	Circulation Supervisor (Magazines & Newspapers) 發行主任 (報刊)	0.0%	0.0%	11.4%	86.7%	1.9%	0.0%	0.0%
259	Supervisor (E-publishing) 電子出版主任	0.0%	0.0%	64.6%	29.1%	6.3%	0.0%	0.0%
Sub-Total 小計		0.0%	0.4%	30.6%	57.8%	9.9%	1.3%	0.0%

Table 6: Distribution of Monthly Income Range in the Publishing Industry
 表6: 出版業僱員每月收入分布情況

Job Code 職務 編號	Job Title 職稱	\$10,000 or below 或以下	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	Over \$60,000 以上
TECHNICAL STAFF LEVEL 技術人員級								
351	Editor / Assistant Editor / Art Editor / Proof Reader 編輯 / 助理編輯 / 美術編輯 / 校對員	0.0%	16.7%	69.3%	13.4%	0.6%	0.0%	0.0%
352	Assistant Designer 助理設計員	0.0%	27.8%	62.1%	10.1%	0.0%	0.0%	0.0%
353	Illustrator 插圖員	0.0%	0.0%	64.6%	35.4%	0.0%	0.0%	0.0%
354	Desktop Publishing (DTP) / E-publishing Technician 桌面排版 / 電子出版操作員	0.0%	45.5%	51.5%	2.8%	0.3%	0.0%	0.0%
355	Production Assistant 製作助理	0.0%	10.7%	65.5%	23.8%	0.0%	0.0%	0.0%
356	Sales Representative / Sales Executive 營業代表 / 營業主任	0.0%	26.2%	66.5%	6.0%	1.3%	0.0%	0.0%
357	Marketing / Publicity Assistant 市務助理 / 宣傳助理	0.0%	3.1%	65.7%	30.6%	0.6%	0.0%	0.0%
Sub-Total 小計		0.0%	22.3%	64.8%	12.3%	0.6%	0.0%	0.0%
GRAND TOTAL 總計		0.0%	12.0%	44.1%	27.8%	12.1%	2.0%	2.0%

As a percentage of total number of employees by principal job.
 佔該職務僱員總數百分率。

Table 7: Employees' Training Needs (Print Media)
表7: 僱員所需訓練 (印刷媒體業)

Skills/Knowledge 技能/知識		Training Needs Priority 訓練需要重要性											
		Technologists / Managerial Level 技師 管理級				Technicians / Supervisory Level 技術員 督導級				Craftsman Level 技工級			
		1st	2nd	3rd	Top 3	1st	2nd	3rd	Top 3	1st	2nd	3rd	Top 3
Management Skills 管理技能													
101	Production management 製作管理	10.6%	4.9%	1.9%	6.7%	0.5%	1.9%	0.6%	1.1%	0.0%	3.2%	0.0%	1.1%
102	Quality management 品質管理	12.7%	11.8%	2.8%	10.0%	3.9%	1.1%	0.6%	2.2%	0.0%	0.3%	0.0%	0.1%
103	Marketing management 經銷管理	39.7%	11.4%	7.1%	22.9%	4.1%	12.9%	9.2%	8.4%	0.0%	0.0%	0.0%	0.0%
104	Customer services 客戶服務	4.2%	11.0%	4.3%	6.3%	19.3%	21.9%	4.0%	17.5%	0.0%	0.0%	0.0%	0.0%
105	Human resources management 人事管理	7.4%	4.2%	7.1%	6.3%	0.6%	0.3%	9.5%	2.1%	0.0%	0.0%	0.0%	0.0%
106	Others 其他	0.3%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
China-related Knowledge 有關中國的知識													
201	Political, social and economic development in the mainland of China 在中國內地的政治、社會和經濟發展	0.3%	4.6%	1.9%	2.0%	0.1%	0.3%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
202	Laws and regulatory restrictions for access to China's market 進入中國市場的法律和經濟發展	0.3%	0.0%	0.5%	0.2%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
203	Trade and industry environment in the mainland of China 在中國內地的行業及營商常規	0.8%	0.4%	0.0%	0.5%	0.0%	0.1%	0.9%	0.2%	0.0%	0.0%	0.0%	0.0%
IT Skills 資訊科技的技能													
301	Computer graphics and webpage design 電腦圖像處理與網頁設計	14.0%	0.8%	1.4%	6.8%	4.2%	22.4%	4.9%	11.3%	4.6%	1.8%	0.0%	2.5%
302	E-commerce knowledge and applications 電子商貿的知識及應用	0.5%	2.3%	1.4%	1.3%	1.8%	1.4%	0.9%	1.5%	0.2%	11.2%	2.8%	4.5%
303	Media technology 媒體科技	0.8%	0.0%	2.4%	0.9%	2.3%	2.1%	1.4%	2.0%	0.5%	3.5%	0.4%	1.5%
Language Skills 語文技能													
401	Spoken English 英語會話	0.8%	1.1%	2.8%	1.4%	0.4%	1.2%	0.6%	0.7%	4.6%	0.0%	0.0%	1.9%
402	Putonghua 普通話	0.0%	0.0%	50.2%	12.4%	0.0%	0.1%	1.7%	0.4%	0.0%	0.0%	0.4%	0.1%

Table 7: Employees' Training Needs (Print Media)
表7: 僱員所需訓練 (印刷媒體業)

Skills/Knowledge 技能/知識		Training Needs Priority 訓練需要重要性											
		Technologists / Managerial Level 技師 管理級				Technicians / Supervisory Level 技術員 督導級				Craftsman Level 技工級			
		1st	2nd	3rd	Top 3	1st	2nd	3rd	Top 3	1st	2nd	3rd	Top 3
Industry Specific Skills 業內專業技能													
501	Pre-press technique 印前技術	3.4%	0.4%	0.0%	1.6%	21.0%	1.1%	0.3%	9.6%	12.1%	41.8%	0.4%	19.0%
502	Printing technique 印刷技術	0.3%	0.8%	0.9%	0.6%	19.2%	1.1%	3.8%	9.5%	58.3%	14.1%	5.2%	30.7%
503	Post-printing technique 印後技術	0.3%	0.0%	0.0%	0.1%	0.0%	0.1%	0.9%	0.2%	0.5%	3.2%	4.0%	2.2%
504	Production coordination and project management 生產協調及項目管理	0.3%	0.0%	0.5%	0.2%	1.2%	2.5%	2.9%	2.0%	0.0%	0.6%	4.8%	1.4%
505	Estimation and costing 估價及成本	0.5%	1.1%	0.9%	0.8%	3.6%	0.3%	9.2%	3.4%	0.2%	0.0%	0.4%	0.2%
506	Repair and maintenance 機械維修及保養	0.0%	0.4%	0.0%	0.1%	1.7%	2.1%	1.2%	1.7%	3.0%	3.5%	36.1%	11.3%
507	Colour management 色彩管理	1.6%	0.0%	0.0%	0.7%	7.1%	3.0%	0.9%	4.4%	1.1%	0.9%	4.8%	1.9%
508	Products Structure 產品結構	0.0%	0.0%	0.5%	0.1%	0.0%	1.2%	0.3%	0.5%	1.1%	1.8%	0.0%	1.1%
509	Materials application 物料應用	0.0%	0.4%	0.0%	0.1%	0.0%	1.2%	3.5%	1.1%	0.5%	2.4%	1.2%	1.3%
510	Quality Assurance 品質保證	0.3%	0.4%	0.5%	0.4%	0.5%	1.8%	3.2%	1.5%	0.7%	2.4%	17.1%	5.2%
511	Environment laws and safety compliance 環保法例及安全法規	0.0%	0.4%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.3%	0.0%	0.2%
512	Packaging design knowledge 包裝設計知識	0.0%	0.0%	0.0%	0.0%	0.2%	6.6%	2.6%	3.1%	9.3%	0.3%	0.4%	4.2%
513	Security printing and privacy protection 防偽印刷及私隱保障	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%
514	Others 其他	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.1%
Soft Skills 軟性技巧													
601	Communication skills 溝通技巧	1.1%	41.8%	5.7%	14.8%	6.3%	10.4%	9.2%	8.4%	2.5%	8.2%	0.8%	4.0%
602	Teamwork 團隊合作	0.0%	1.5%	3.8%	1.4%	1.0%	1.0%	21.1%	4.6%	0.5%	0.6%	19.8%	5.2%
603	Problem solving 解難技巧	0.0%	0.0%	1.4%	0.4%	0.2%	1.2%	2.0%	0.9%	0.0%	0.0%	1.2%	0.3%
604	Conflict resolution 解決糾紛	0.0%	0.0%	1.4%	0.4%	0.0%	0.0%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%
605	Presentation skills 演示技巧	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.6%	0.3%	0.0%	0.0%	0.0%	0.0%
606	Negotiation skills 談判技巧	0.0%	0.4%	0.0%	0.1%	0.1%	0.3%	2.9%	0.7%	0.0%	0.0%	0.0%	0.0%
608	Global vision 國際視野	0.0%	0.0%	0.5%	0.1%	0.0%	0.0%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%
Percentage of companies with such level of staff (no training needs) 具有此職級員工的公司數量 (沒有訓練需要) 百分 率		54.6%				52.6%				67.5%			
Number of companies with such level of staff 具有此職級員工的公司數量		832				1 746				1 349			

The above table presents the percentage of companies giving a particular training area the corresponding ranking.
上表列出公司對各訓練需要作出排名的百分率。

Table 8: Employees' Training Needs (Publishing)
表8: 僱員所需訓練 (出版業)

Skills/Knowledge 技能/知識		Training Needs Priority 訓練需要重要性											
		Managerial Level 經理級				Supervisory Level 主任級				Technical Staff Level 技術人員級			
		1st	2nd	3rd	Top 3	1st	2nd	3rd	Top 3	1st	2nd	3rd	Top 3
Management Skills 管理技能													
101	Production management 製作管理	13.9%	4.4%	3.8%	9.5%	1.6%	1.1%	0.0%	1.1%	0.3%	0.0%	0.0%	0.1%
102	Quality management 品質管理	1.8%	15.6%	1.9%	6.3%	1.6%	1.7%	9.7%	3.3%	0.0%	0.0%	0.0%	0.0%
103	Marketing management 經銷管理	9.0%	43.7%	15.4%	21.2%	2.4%	1.4%	0.5%	1.6%	0.3%	0.0%	0.0%	0.1%
104	Customer services 客戶服務	23.8%	3.7%	7.7%	15.1%	34.3%	2.0%	2.6%	15.3%	7.0%	0.6%	0.7%	3.9%
105	Human resources management 人事管理	39.9%	5.2%	19.2%	25.9%	1.6%	0.6%	2.0%	1.3%	0.0%	0.0%	0.0%	0.0%
106	Others 其他	0.4%	0.7%	0.0%	0.5%	0.3%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
China-related Knowledge 有關中國的知識													
201	Political, social and economic development in the mainland of China 在中國內地的政治、社會和經濟發展	0.4%	1.5%	3.8%	1.2%	0.0%	0.6%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
202	Laws and regulatory restrictions for access to China's market 進入中國市場的法律和經濟發展	0.0%	3.0%	1.9%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
203	Trade and industry environment in the mainland of China 在中國內地的行業及營商常規	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.2%	0.0%	0.0%	0.0%	0.0%
IT Skills 資訊科技的技能													
301	Computer graphics and webpage design 電腦圖像處理與網頁設計	0.0%	0.7%	1.9%	0.5%	1.8%	1.1%	1.0%	1.4%	2.2%	5.6%	0.7%	2.7%
302	E-commerce knowledge and applications 電子商貿的知識及應用	2.2%	0.7%	3.8%	2.0%	0.5%	0.3%	2.0%	0.8%	0.0%	0.0%	0.7%	0.1%
303	Media technology 媒體科技	0.4%	2.2%	1.9%	1.2%	0.0%	2.3%	0.5%	1.0%	1.1%	5.6%	3.9%	2.9%
304	Others 其他	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%
Language Skills 語文技能													
401	Spoken English 英語會話	0.0%	1.5%	17.3%	2.7%	0.3%	0.8%	0.5%	0.5%	0.8%	1.1%	0.0%	0.7%
402	Putonghua 普通話	0.0%	3.7%	1.9%	1.5%	0.0%	0.3%	0.5%	0.2%	0.0%	0.0%	0.7%	0.1%

Table 8: Employees' Training Needs (Publishing)
表8: 僱員所需訓練 (出版業)

Skills/Knowledge 技能/知識		Training Needs Priority 訓練需要重要性											
		Managerial Level 經理級				Supervisory Level 主任級				Technical Staff Level 技術人員級			
		1st	2nd	3rd	Top 3	1st	2nd	3rd	Top 3	1st	2nd	3rd	Top 3
Industry Specific Skills 業內專業技能													
501	Editing 編輯	1.3%	2.2%	5.8%	2.2%	41.6%	1.4%	0.5%	17.7%	50.0%	1.7%	2.6%	26.9%
502	Artwork/ Design 稿件設計	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	2.0%	1.1%	0.0%	13.9%	2.6%	4.2%
503	Publishing production 出版製作	0.0%	1.5%	0.0%	0.5%	4.2%	1.4%	2.6%	2.8%	1.1%	4.4%	10.5%	4.1%
504	Marketing 市場推廣	0.9%	0.7%	0.0%	0.7%	1.8%	1.1%	2.0%	1.6%	0.8%	1.7%	3.9%	1.7%
505	Sales and customer service 銷售及客戶服務	0.0%	2.2%	1.9%	1.0%	1.0%	1.7%	1.0%	1.3%	0.6%	3.3%	3.3%	1.9%
506	Logistics 物流	0.0%	0.0%	0.0%	0.0%	0.5%	4.8%	1.0%	2.3%	0.3%	9.4%	1.3%	2.9%
507	Copyright knowledge 版權知識	0.4%	0.0%	0.0%	0.2%	0.8%	0.8%	0.0%	0.6%	0.3%	1.7%	0.0%	0.6%
508	e-publishing and e-learning product development 電子出版及電子學習產品發展	1.8%	1.5%	0.0%	1.5%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.7%	0.1%
509	Digital marketing and social media marketing 數碼市場推廣及社交媒體市場推廣	0.4%	0.0%	1.9%	0.5%	0.5%	0.0%	1.0%	0.4%	0.6%	0.6%	0.0%	0.4%
Soft Skills 軟性技巧													
601	Communication skills 溝通技巧	2.7%	0.7%	0.0%	1.7%	4.7%	32.2%	4.6%	15.1%	31.8%	6.7%	11.8%	20.8%
602	Teamwork 團隊合作	0.0%	1.5%	0.0%	0.5%	0.5%	41.2%	57.7%	28.0%	0.8%	42.2%	4.6%	12.4%
603	Problem solving 解難技巧	0.0%	3.0%	0.0%	1.0%	0.0%	0.3%	4.6%	1.1%	0.0%	0.6%	47.7%	10.7%
604	Conflict resolution 解決糾紛	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.0%	0.3%	0.0%	0.0%	4.6%	1.0%
605	Presentation skills 演示技巧	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%
606	Negotiation skills 談判技巧	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.0%	0.5%	2.0%	0.0%	0.0%	1.0%
608	Global vision 國際視野	0.4%	0.0%	9.6%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Percentage of companies with such level of staff (no training needs) 具有此職級員工的公司數量 (沒有訓練需要) 百分 率		57.7%				43.3%				51.2%			
Number of companies with such level of staff 具有此職級員工的公司數量		527				674				734			

The above table presents the percentage of companies giving a particular training area the corresponding ranking.
 上表列出公司對各訓練需要作出排名的百分率。

Sampling Plan for 2020 Manpower Survey of the Print Media and Publishing Industries

Industry	Branch	Employment Size	Stratum	Sample Size	
A. Print Media Industry					
1	Newspaper printing # (HSIC 581201)	1-9	1	33	
		10-19	2	2	
		20-49	3	6	
		50-99	4	3	
		100 & over	5	11	
		<i>Sub-total</i>			55
2	Job printing (HSIC 181100)	1-9	1	145	
		20-49	3	50	
		50-99	4	17	
		100 & over	5	10	
		<i>Sub-total</i>			271
		3	Printing (HSIC 181201, 181202, 181299)	1-9	1
10-19	2			16	
20-49	3			10	
50-99	4			1	
100 & over	5			-	
<i>Sub-total</i>				58	
4	Manufacture of containers & boxes of paper & paperboard (HSIC 170201, 170202)	1-9	1	28	
		10-19	2	2	
		20-49	3	-	
		50-99	4	-	
		100 & over	5	-	
		<i>Sub-total</i>			30
5	Printing agent (HSIC 829300)	1-9	1	117	
		10-19	2	30	
		20-49	3	10	
		50-99	4	7	
		100 & over	5	3	
		<i>Sub-total</i>			167
6	Printing suppliers and metal can printing firms *	-	-	54	
		<i>Sub-total</i>			54
7	Printing department of the academic institutions *	-	-	10	
		<i>Sub-total</i>			10
Total				645	

B. Publishing Industry

8	Publishing of newspaper # (HSIC 581201)	1-9	1	33
		10-19	2	2
		20-49	3	6
		50-99	4	3
		100 & over	5	11
		<i>Sub-total</i>		
9	Publishing and allied industries (HSIC 581100, 581202, 581900)	1-9	1	44
		10-19	2	14
		20-49	3	31
		50-99	4	10
		100 & over	5	15
		<i>Sub-total</i>		
10	Wholesales of books, periodicals and newspapers (HSIC 460423)	1-9	1	17
		10-19	2	3
		20-49	3	-
		50-99	4	2
		100 & over	5	1
		<i>Sub-total</i>		
11	Import / export of books, periodicals and newspapers (HSIC 451423, 452423)	1-9	1	22
		10-19	2	8
		20-49	3	16
		50-99	4	-
		100 & over	5	-
		<i>Sub-total</i>		
12	Publishing department of the selected organisations *	-	-	22
		<i>Sub-total</i>		
Total				260

Note: * Data to be collected at company level.
newly added HSIC in the publishing industry since 2014.

印刷媒體及出版業 2020 年人力調查抽樣細則

行業	門類	僱員人數	層級	抽樣數目
A. 印刷媒體業				
1	報紙印刷# (受版權保護) (HSIC 581201)	1-9	1	33
		10-19	2	2
		20-49	3	6
		50-99	4	3
		100 或以上	5	11
		<i>小計</i>		
2	商業印刷 (HSIC 181100)	1-9	1	145
		10-19	2	49
		20-49	3	50
		50-99	4	17
		100 或以上	5	10
		<i>小計</i>		
3	印刷及有關活動 (HSIC 181201, 181202, 181299)	1-9	1	31
		10-19	2	16
		20-49	3	10
		50-99	4	1
		100 或以上	5	-
		<i>小計</i>		
4	紙容器、紙盒及紙板的製造 (HSIC 170201, 170202)	1-9	1	28
		10-19	2	2
		20-49	3	-
		50-99	4	-
		100 或以上	5	-
		<i>小計</i>		
5	印務代理 (HSIC 829300)	1-9	1	117
		10-19	2	30
		20-49	3	10
		50-99	4	7
		100 或以上	5	3
		<i>小計</i>		
6	印刷器材及物料供應商、金屬罐製作商 *	-	-	54
		<i>小計</i>		
7	學術機構的印刷部門 *	-	-	10
		<i>小計</i>		
總計				645

B. 出版業

8	報紙出版 # (HSIC 581201)	1-9	1	33
		10-19	2	2
		20-49	3	6
		50-99	4	3
		100 或以上	5	11
		<i>小計</i>		
9	出版及有關活動 (HSIC 581100, 581202, 581900)	1-9	1	44
		10-19	2	14
		20-49	3	31
		50-99	4	10
		100 或以上	5	15
		<i>小計</i>		
10	書報及期刊批發 (HSIC 460423)	1-9	1	17
		10-19	2	3
		20-49	3	-
		50-99	4	2
		100 或以上	5	1
		<i>小計</i>		
11	書報及期刊進出口貿易 (HSIC 451423, 452423)	1-9	1	22
		10-19	2	8
		20-49	3	16
		50-99	4	-
		100 或以上	5	-
		<i>小計</i>		
12	選定機構的出版部門 *		-	22
		<i>小計</i>		
Total				260

註: * 於公司層面收集的數據。
2014 年新增之 HSIC 出版業分類

Projected Annual Additional Manpower Requirement for 2021 – 2024
Print Media Industry

Job Level	Total Manpower in 2020 (A)	Projected Manpower in 2024 (B)	Estimated Additional Manpower Requirement (Annual)		
			Growth (C) = (B)-(A)/4	Replacement for Wastage ^ (D) = (A)+(B)/2*0.03	Total = (C)+(D)
Technologist/Managerial	1 623	1 664	10	49	59
Technician/Supervisory	6 380	6 113	-	187	187
Craftsman	6 193	5 342	-	173	173

^ A wastage rate of 3.0% per annum is assumed.

Projected Annual Additional Manpower Requirement for 2021 – 2024

Publishing Industry

Job Level	Total Manpower in 2020 (A)	Projected Manpower in 2024 (B)	Estimated Additional Manpower Requirement (Annual)		
			Growth (C) = (B)-(A)/4	Replacement for Wastage ^ (D) = (A)+(B)/2*0.03	Total = (C)+(D)
Managerial	1 677	1 599	-	49	49
Supervisory	2 970	3 128	40	91	131
Technical Staff	5 335	5 069	-	156	156

^ A wastage rate of 3.0% per annum is assumed.

2021 至 2024 年額外人力需求預測
印刷媒體業

職級	2020 僱員人數 (A)	2024 預測僱員 人數 (B)	估計額外人力需求 (每年)		
			增長 (C) = (B)-(A)/4	流失替換 [^] (D) = (A)+(B)/2*0.03	總計 = (C)+(D)
技師/ 管理	1 623	1 664	10	49	59
技術員/ 督導	6 380	6 113	-	187	187
技工	6 193	5 342	-	173	173

[^] 假定每年失率為 3.0%.

2021 至 2024 年額外人力需求預測
出版業

職級	2020 僱員人數 (A)	2024 預測僱員 人數 (B)	估計額外人力需求 (每年)		
			增長 (C) = (B)-(A)/4	流失替換 [^] (D) = (A)+(B)/2*0.03	總計 = (C)+(D)
管理	1 677	1 599	-	49	49
主任	2 970	3 128	40	91	131
技術人員	5 335	5 069	-	156	156

^ 假定每年失率為 3.0%.