

(Translated Version)

**Lantau Development Advisory Committee
Public Relation and Engagement Subcommittee
Second Meeting**

Date: 27 October 2014 (Monday)
Time: 6:30 pm to 8:00 pm
Venue: Conference Room, 13/F, North Point Government Offices, 333 Java Road, North Point, Hong Kong

Gist of Meeting

Members Present

Mr HA Wing-on, Allen		Chairperson
Prof HO Kin-chung		Deputy Chairperson
Hon CHAN Han-pan		
Ms CHAU Chuen-heung		
Mr CHOW Yuk-tong		
Ms LAM Lit-kwan		
Mr LAM Siu-lo, Andrew		
Mr CHOI Kevin	Principal Assistant Secretary (Planning and Land)2, Development Bureau (DEVB)	
Ms WONG Chin-kiu, Janet	Principal Assistant Secretary (Works) Special Duty, DEVB	
Ms TSANG Hiu-tung, Josephine	District Officer (Islands)(Atg), Home Affairs Department	
Mr TONG Ka-hung, Edwin	Project Manager (Hong Kong Island and Islands), Civil Engineering and Development Department (CEDD)	
Ms LO Ho-yin, Martha	Assistant Director (5) (Local Public Relations), Information Services Department	
Mr MA Hon-wing, Wilson	Senior Engineer/Project Management (Islands Division), CEDD	Secretary

(Translated Version)

Co-opted Members

Mr CHAN Kit, William
Mr LI Wing-kwai, Spencer
Mr WONG Fuk-kan
Mr YIP Kam-hung

Members Absent

Hon WU Chi-wai
Mr CHEUNG Shu-wang
Mr CHOW Ho-ding, Holden
Ms HUNG Yee-man, Cathy

In Attendance

Ms Ivy Ng	Director of Corporate Planning and Development, Asia World-Expo Management Limited
Mr Ekmanson Poon	Marketing & Branding Manager, Asia World-Expo Management Limited
Mr YIP Hung-ping, Joe	Assistant Secretary (Land Supply)1, DEVB
Ms LI Wai-man, Joyce	Engineer (Land Supply) Special Duties, DEVB
Ms MAN Ying-yee, Bonnie	Assistant District Officer (Islands)2, Home Affairs Department
Mr CHAN Bun-pui, Bosco	Deputy Project Manager (Hong Kong Island and Islands) , CEDD
Mr LO Kwok-chung, David	Chief Engineer/Islands, CEDD
Mr CHIU Kwai-man, Edmund	Engineer 3 (Islands Division), CEDD
Ms TO Wai-tsz, Isabella	Senior Manager, CEDD

1. The Chairperson welcomed members of the Public Relation and Engagement Subcommittee (hereinafter referred to as “PRE Subcommittee”) under the Lantau Development Advisory Committee (hereinafter referred to as “LanDAC”)

(Translated Version)

who participated in the meeting for the first time.

Agenda Item 1: Confirmation of the Gist of the Last Meeting

2. The gist of the last meeting and the amended LanDAC PRE Subcommittee Paper No. 02/2014 were endorsed by the PRE Subcommittee.

Agenda Item 2: Matters Arising from Last Meeting

3. The PRE Subcommittee Secretariat had provided the supplementary information on the development of Lantau and the work of LanDAC to the PRE Subcommittee members for reference.

4. The PRE Subcommittee Secretariat had also collected and collated the information on promotion or exchange platforms or social networks provided by the PRE Subcommittee members for members' reference and discussion.

Agenda Item 3: Event Calendar for the 4th Quarter of 2014 and 1st Quarter of 2015 (for conducting public education, and sharing and exchange of views with the public)

5. The PRE Subcommittee Secretariat expected to complete the briefing materials on the development of Lantau in mid November for use by members of LanDAC and its subcommittees on promotion events.

[Post-meeting note: The PRE Subcommittee Secretariat had provided the briefing materials to members of the subcommittees under LanDAC on 12 November 2014.]

6. The PRE Subcommittee members briefly introduced their associated promotion or exchange platforms or social networks as well as the schedule for publicity and promotion events.

7. Ms WONG Chin-kiu, Janet stated that while the Government was planning for public engagement activities in a comprehensive manner, members of LanDAC and its subcommittees could start carrying out the first round of publicity works in advance in the 4th quarter of 2014 through networks of the PRE Subcommittee members. In this way, the public could gain an early understanding of the work of LanDAC, including the confirmed development directions of Lantau.

(Translated Version)

8. Mr TONG Ka-hung, Edwin added that the publicity and promotion at this stage mainly involved the four development directions of Lantau. If there were further development strategies and/or projects endorsed by LanDAC at the next stage, the contents of the publicity could be further enriched.

9. The PRE Subcommittee agreed that the Development Bureau should first pay visits to the 18 District Councils Chairmen and Vice chairmen regular meeting, Islands District Council and Tsuen Wan District Council to give a brief introduction on the development of Lantau and the work of LanDAC.

[Post-meeting note: In response to the invitation letter issued to the PRE Subcommittee Secretariat by the Lantau Development Alliance on 28 October 2014, the consultation team of the Development Bureau attended its Annual Meeting held on 6 November 2014. In the light of the above arrangement, the PRE Subcommittee Secretariat suggested the following arrangements be adopted for future promotion events. The Government would try to attend every activity as far as possible. But the PRE Subcommittee Secretariat would like to receive an invitation letter from the organizer confirming that a suitable time slot had been reserved for promotion so that the consultation team could make suitable arrangements. Furthermore, the PRE Subcommittee Secretariat also needed some relevant reference information, such as the organizer, participants, number of guests, background information, etc. The PRE Subcommittee Secretariat would then refer the invitation letter to the Development Bureau for consideration and make arrangement for the consultation team to attend the activity.]

10. The Chairperson requested the PRE Subcommittee members to provide outstanding information on the activity names and time as far as possible. The Chairperson also encouraged those PRE Subcommittee members who had not provided promotion or exchange platform or social networks information to provide such information the soonest. The PRE Subcommittee Secretariat would follow-up and update the relevant information.

[Post-meeting note: The PRE Subcommittee Secretariat provided the updated information on promotion or exchange platforms or social networks and the event calendar to PRE Subcommittee members for reference on 12 November 2014.]

(Translated Version)

Agenda Item 4: The Preliminary Work Plan

(LanDAC PRE Subcommittee Paper No. 03/2014.)

11. It was suggested that the future meeting dates of the PRE Subcommittee should tie in with the meeting dates and progress of LanDAC and other subcommittees.

12. Ms LO Ho-yin, Martha suggested to produce promotional leaflets and posters, arrange newspaper interviews and produce videos for uploading onto the internet platforms based on the four strategic positioning and four development directions of Lantau. If possible, publicity through mass transit systems could be considered.

13. Ms WONG Chin-kiu, Janet proposed to set up a Publicity Working Group focusing on the production of promotional posters and leaflets as well as webpage design and enhancement works, etc. The Chairperson invited the Deputy Chairperson, Ms HUNG Yee-man, Cathy and Ms. LO Ho-yin, Martha to join the Publicity Working Group.

[Post-meeting note: The Publicity Working Group held its first working meeting on 7 November 2014 and noted the production of promotional leaflets, posters, videos, etc. was being arranged by the Development Bureau. Advices were provided to the Development Bureau on these issues accordingly.]

14. The LanDAC PRE Subcommittee Paper No. 03/2014 was endorsed by PRE Subcommittee.

Agenda Item 5: Any Other Business

15. The Chairperson indicated that the Working Group on Convention and Exhibition Industries and Tourism under the Economic Development Commission intended to pay a site visit to Lantau.

[Post-meeting note: The Lantau site visit was scheduled for 16 January 2015.]

16. The PRE Subcommittee Secretariat would arrange a site visit to Lantau shortly for the co-opted members of all subcommittees to enhance their understanding of Lantau. Those LanDAC members who were unable to attend the previous site visit

(Translated Version)

in May this year to participate would also be invited.

[Post-meeting note: The Lantau site visit was conducted on 11 December 2014.]

17. Some PRE Subcommittee members proposed that the promotion events should be more interactive. Some PRE Subcommittee members also proposed that competitions could be included in the public engagement activities.

18. The Chairperson reminded the PRE Subcommittee members that when engaging in publicity and sharing sessions, they should pay attention to the following issues which the Committee had discussed and agreed to take into consideration for the development of Lantau:

- (i) capitalizing the Mainland opportunities to HK's benefits but not planning Lantau to serve the Mainland ;
- (ii) providing adequate capacity in Lantau development to share the existing crowding problem of urban areas without affecting the local communities but enhancing opportunities to them;
- (iii) meeting Hong Kong's long term needs without losing sight of benefitting the local communities as early as practicable; and
- (iv) harnessing country parks and other ecological areas for sustainable recreation and tourism and providing facilities/services for public enjoyment.

19. There being no other business, the meeting was adjourned at 8 pm.