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

Date: 12 January 2015 (Monday)
Time: 5:00 pm to 7:15 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
Ms CHAU Chuen-heung		
Mr CHOW Yuk-tong		
Ms LAM Lit-kwan		
Mr LAM Siu-lo, Andrew		
Mr TONG Ka-hung, Edwin	Project Manager (Hong Kong Island and Islands), Civil Engineering and Development Department (CEDD)	
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	
Mr LI Ping-wai, Anthony	District Officer (Islands), Home Affairs Department	
Ms LOH Hung, Flora	Chief Information Officer (Development), Information Services Department	
Ms YAU Man-shan, Doris	Senior Engineer 8 (Islands Division), CEDD	Secretary

Co-opted Members

Mr CHOW Ho-ding, Holden

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Ms HUNG Yee-man, Cathy

Mr. LI Wing-kwai, Spencer

Mr WONG Fuk-kan

Mr YIP Kam-hung

Members Absent

Hon CHAN Han-pan

Hon WU Chi-wai

Mr CHAN Kit, William

Mr CHEUNG Shu-wang

In Attendance

Mr WAN Siu-kin, Andrew

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 CHOW Wing-kwan,
Michelle

Community Relation Officer,
DEVB

Mr CHAN Bun-pui, Bosco

Dep Project Mgr (Hong Kong
Island and Islands) , CEDD

Mr LO Kwok-chung, David

Chief Engineer/Islands, CEDD

Mr MA Hon-wing, Wilson

Senior Engineer/Project Management
(Islands Division), CEDD

Mr TAU Chung-lok, Edward

Architect 2 (Islands Division), CEDD

Ms TO Wai-tsz, Isabella

Senior Manager, CEDD

Ms MAN Ying-yee, Bonnie

Assistant District Officer (Islands)²,
Home Affairs Department

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

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the Lantau Development Advisory Committee (hereinafter referred to as “LanDAC”) who participated in the meeting for the first time and introduced the new Secretary.

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

2. The gist of the last meeting was endorsed by PRE Subcommittee.

Agenda Item 2: Matters Arising from Last Meeting

3. The Chairperson indicated that matters arising from last Meeting would be discussed in detail under various agenda items.

Agenda Item 3: Work Progress Report

(LanDAC PRE Subcommittee Paper No. 01/2015)

4. The Chairperson invited the Secretary to make a brief report on the progress of various work according to the content of Paper No. 01/2015.

5. The PRE Subcommittee Secretariat tabled the design of the promotional leaflets and posters as well as the distribution arrangement for members’ reference in the meeting.

6. The comments of PRE Subcommittee members, based on the Secretary’s brief report, were summarised as below:

- suggesting the Government to visit the 18 district councils for promotion of “Lantau Development”. District councils in areas close to Lantau such as Tuen Mun, Yuen Long, Kwai Tsing, Central & Western, etc. should be visited first;
- suggesting the PRE Subcommittee Secretariat to arrange promotion events for secondary schools in Lantau and consider holding roving exhibitions at the schools or using the school weekly assembly time for related activities; and
- distributing promotional leaflets and posters to tertiary institutions.

7. Ms WONG Chin-kiu, Janet indicated that the PRE Subcommittee Secretariat had been arranging visits to the district councils for promotion of “Lantau

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Development". Apart from the visit to the Islands District Council in December 2014, visit to the Tsuen Wan District Council had been scheduled for 27 January 2015 and arrangements had also been made with the Central & Western District Council and the Yuen Long District Council as well. The PRE Subcommittee Secretariat would continue arranging visits to other district councils in due course.

[Post-meeting note: As of 31 January 2015, the PRE Subcommittee Secretariat had arranged visits to Yuen Long District Council, Kwai Tsing District Council, North District Council, Tuen Mun District Council and Central & Western District Council from February to May this year.]

8. Regarding the progress for engagement of the public relations consultant, Mr TONG Ka-hung, Edwin expected that the consultant could commence work in June 2015. However, as the tender documents required vetting by the Department of Justice, it was difficult to ascertain the time it would take for tendering.

9. LanDAC PRE Subcommittee Paper No. 01/2015 was endorsed by PRE Subcommittee.

Agenda Item 4: Follow-up Actions on Comments Received at Promotion Events (LanDAC PRE Subcommittee Paper No. 02/2015)

10. The Chairperson invited the Secretary to make a brief report on the comments received at promotion events and the recommended follow-up actions according to the content of Paper No. 02/2015.

11. PRE Subcommittee members made the following two major suggestions on recommended follow-up actions for comments received at promotion events:

- suggesting that the PRE Subcommittee Secretariat should report regularly in the subcommittee meetings on the responses to comments referred to various Subcommittees under LanDAC; and
- suggesting that one of the comments listed on page 12 of Annex 1 to Paper No. 02/2015 should be divided into two parts and referred to the Traffic and Transport Subcommittee and the Planning and Conservation Subcommittee respectively for follow-up actions.

12. Mr TONG Ka-hung, Edwin indicated that all responses to comments

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referred would be listed out in PRE Subcommittee's work progress report. The PRE Subcommittee Secretariat would make corresponding arrangement in the next meeting.

13. Ms WONG Chin-kiu, Janet added that representatives from relevant departments would attend, take record of the comments received and follow up timely in every promotion event conducted.

14. LanDAC PRE Subcommittee Paper No. 02/2015 was endorsed by PRE Subcommittee.

[Post-meeting note: The Secretariat amended Annex 1 (see Appendix) to Paper No. 02/2015 in accordance with the suggestions of PRE Subcommittee members. The Secretariat referred the comments received to various Subcommittees under LanDAC and other relevant departments for follow-up actions on 3 and 9 February.]

Agenda Item 5: Proposed Outreach Activities in the First Half Year of 2015 and Short-term Work

(LanDAC PRE Subcommittee Paper No. 3/2015)

15. The Chairperson invited the Secretary to make a brief report on the proposed outreach activities to be conducted in the first half year of 2015 and the short-term work according to the content of Paper No. 03/2015.

16. The views of PRE Subcommittee members on the proposed public promotion events for the first half of this year were summarized as follows:

- suggesting that the PRE Subcommittee Secretariat should contact the Association of School Heads of Islands District via Islands District Office for arrangement of promotion events at schools in Lantau;
- suggesting that promotion events should involve interactions with the public such as Lantau development painting competition, young ambassador scheme, etc. to encourage participation of young people;
- encouraging PRE Subcommittee members to participate actively in activities held by organizations with different views;
- suggesting that members of the public and organizations could express their views directly to LanDAC and enrol to promotion events through

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LanDAC's website;

- suggesting that promotion and publicity work should be focused on schools, green groups, local organizations, think tanks, social workers and professional institutions;
- suggesting to conduct site visits to Lantau so that members of the public could understand in person the local economy and district development; and
- suggesting that exhibition areas should be set up in Lantau to display the relevant information and promotional materials of Lantau Development.

17. The PRE Subcommittee Secretariat invited PRE Subcommittee members to provide and update information on promotion or exchange platforms as well as the proposed promotion events via e-mail on 6 January 2015. As of the date of the meeting, the PRE Subcommittee Secretariat received one newly proposed event. The Secretary invited PRE Subcommittee members to provide and confirm the dates and the association information of the proposed promotion events as listed at Annex 1 to Paper No. 03/2015 as soon as possible so that arrangements could be made accordingly.

18. The Secretary reminded PRE Subcommittee members that after proposing promotion events, confirmations on holding the events would need to be sought with the organizers. If it was intended that the Government be invited to the events, members should request the organizers to issue invitation letters to the Government.

19. Ms WONG Chin-kiu, Janet showed two government websites (Bless Hong Kong) and (The Government Youth Portal: Youth.gov.hk) to PRE Subcommittee members, which she considered could be used as references when the public relations consultant worked on the new website for "Lantau Development" in the future.

20. Ms WONG Chin-kiu, Janet showed PRE Subcommittee members a government promotional video related to the East Lantau Metropolis and Tung Chung New Town Extension projects.

(http://archive.news.gov.hk/en/categories/infrastructure/html/2015/01/20150109_153251.shtml)

21. PRE Subcommittee members discussed the design and operation of the new

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LanDAC's website and their comments were summarized as follows:

- suggesting that the Government should update the website regularly and reply promptly to public views and enquiries;
- suggesting that the public relations consultant should explore means to raise the ranking of LanDAC's website on search engines and check the information that could be found when conducting a search for the word "Lantau" so that popular content could be provided on the new website specifically;
- suggesting that hyperlinks should be added to the teaching materials of liberal studies or other popular websites to increase the surfing rate of the LanDAC's website;
- suggesting theme articles on Lantau Development be published on the liberal studies pages of newspapers;
- suggesting to ensure that the full page of the new website could be browsed on tablet computers and smart phones;
- suggesting that the new website should be creative with innovative ideas such as the inclusion of interesting videos or pictures, so as to arouse the interest of public in sharing the content on social media; and
- suggesting that simple public opinion polls should be included in the new website.

22. Mr TONG Ka-hung, Edwin indicated that members' comments for the website and promotion events would be incorporated when drafting the scope of work of the public relations consultant. In addition, when selecting consultants, their relevant experience would also be considered.

23. LanDAC PRE Subcommittee Paper No. 03/2015 was endorsed by PRE Subcommittee.

Agenda Item 6: Contractor's Brief Introduction on the Production of the Promotional Video

24. The contractor engaged by the Development Bureau briefed PRE Subcommittee members on the concepts and the draft script of the promotional video.

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25. PRE Subcommittee members discussed the promotional video and their comments were summarized as follows:

- the video should have warm-hearted elements to make it more attractive. The narrator should use amiable language or adopting a story telling format to make the video sound less bureaucratic;
- some of the proposed interviewees were not that well known and most of them were from the business sector. It might be difficult for the public to show interest and echo with the interviewees on their views; and
- suggesting to interview indigenous residents of Lantau or celebrities associated with Lantau such as athletes, artists, local residents, grass-roots citizens, ethnic minorities, etc.

26. The Secretary indicated that PRE Subcommittee members would be invited to propose interviewees for the promotional video in due course.

[Post-meeting note: The Secretariat invited PRE Subcommittee members to propose interviewees for the promotional video via e-mail on 13 January 2015.]

Agenda Item 7: Any Other Business

27. There being no other business and the meeting was adjourned at 7:15 pm.

Question/ Comment	Remarks
<p>Enquirer: Chairman, Mr CHUNG Kong-mo (Yau Tsim Mong District Council)</p> <p>Comment: He agrees that development potential of Lantau is great, but the travelling expenses to and from Lantau are very high. As such, new measures should be considered to reduce the transportation costs such as allocating some land sale to subsidize the transportation costs of residents.</p> <p>Comment: He agrees that solid waste generated locally should be handled within Lantau.</p>	<p>Referred to the “Traffic and Transport Subcommittee” for consideration.</p> <p>Referred to the “Planning and Conservation Subcommittee” for consideration.</p>