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

Date: 28 April 2015 (Tuesday)

Time: 4:30 pm to 6:00 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

Ms CHAU Chuen-heung

Mr CHOW Yuk-tong

Ms LAM Lit-kwan

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 WONG Fuk-kan

Mr YIP Kam-hung

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Mr CHAN Kit, William

Members Absent

Mr LAM Siu-lo, Andrew

Hon CHAN Han-pan

Hon WU Chi-wai

Mr CHEUNG Shu-wang

Mr CHOW Ho-ding, Holden

Ms HUNG Yee-man, Cathy

Mr. LI Wing-kwai, Spencer

Mr WAN Siu-kin, Andrew

In Attendance

Mr Ekmanson POON	Marketing & Branding Manager, Asia World-Expo Management Limited
Mr YIP Hung-ping, Joe	Assistant Secretary (Land Supply)1, DEVB
Ms CHOW Wing-kwan, Michelle	Community Relation Officer, DEVB
Mr LO Kwok-chung, David	Chief Engineer/Islands, 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 to the 4th meeting of the Public Relation and Engagement Subcommittee (hereinafter referred to as “PRE Subcommittee”) under the Lantau Development Advisory Committee (hereinafter referred to as “LanDAC”).

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

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

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Agenda Item 2: Matters Arising from Last Meeting

3. The Secretary's report on the follow-up actions on matters arising from last meeting were summarized as follows:

- Regarding PRE Subcommittee members' suggestion of visiting the 18 district councils for promotion of "Lantau Development", the Government together with the PRE Subcommittee Secretariat had visited the Islands, Tsuen Wan, Yuen Long, Central & Western, Northern and Kowloon City District Councils up to the date of this meeting. It was expected that visits would be made to the remaining district councils by the end of July 2015;
- The Secretariat had divided a comment listed on page 12 of **Annex 1 to Paper No. 02/2015** into two parts (See Annex to Gist of the 3rd PRE Subcommittee meeting) in accordance with PRE Subcommittee members' suggestion and referred all comments to the relevant Subcommittees under LanDAC and other departments concerned for follow-up actions on 3 and 9 February 2015; and
- The PRE Subcommittee Secretariat invited members via e-mail on 13 January 2015 to propose interviewees for the promotional video. The comments received were forwarded to the Development Bureau for consideration.

4. The Chairperson indicated that the remaining matters would be discussed in detail under other agenda items.

Agenda Item 3: Work Progress Report

(LanDAC PRE Subcommittee Paper No. 04/2015)

5. The Chairperson invited the Secretary to make a brief report on the latest progress on the arrangements and attendance for public promotion events of the "Lantau Development", production of promotional leaflets, posters and video, and engagement of public relations consultant, etc.

6. In response to the Secretary's brief report, PRE Subcommittee members suggested that the Secretariat should send the promotional leaflets and posters to the offices of district councilors and local organizations on Lantau for distribution and

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posting. PRE Subcommittee members also suggested that the Secretariat should check with the Hong Kong Housing Authority on the progress of posting of promotional posters at various public housing estates on Lantau.

[Post-meeting note: The PRE Secretariat distributed the promotional leaflets and posters on the “Lantau Development” to the offices of district councilors and local organizations, including social and welfare organizations, youth groups, etc. on Lantau on 26 May.

Regarding the posting of promotional posters, the Hong Kong Housing Authority replied on 18 May that the posters had been posted at various public housing estates on Lantau, including Fu Tung Estate and Yat Tung Estate. However, owing to the great variety of promotional posters sent by the Government or other organizations, the promotional posters could normally be posted for a short period of time.]

7. **LanDAC PRE Subcommittee Paper No. 04/2015** was endorsed by PRE Subcommittee.

Agenda Item 4: Follow-up Actions on Comments Received at Promotion Events
(LanDAC PRE Subcommittee Paper No. 05/2015)

8. The Chairperson invited the Secretary to make a brief report in accordance with **Annex 1**, on the latest responses of the comments received at promotion events attended by the Government together with PRE Subcommittee between 6 November and 31 December 2014 after referring them to the relevant Subcommittees under LanDAC and other departments concerned.

9. The Secretary made a brief report in accordance with **Annex 2** on the comments received at promotion events attended by the Government together with PRE Subcommittee between 1 January and 21 April 2015 and their proposed follow-up actions.

10. **LanDAC PRE Subcommittee Paper No. 05/2015** was endorsed by PRE Subcommittee.

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Agenda Item 5: Proposed Outreach Activities in the 2nd and 3rd Quarters of 2015
(LanDAC PRE Subcommittee Paper No. 06/2015)

11. The Chairperson invited the Secretary to make a brief report on the proposed outreach activities to be attended by the Government together with PRE Subcommittee in the 2nd and 3rd quarters of 2015.

12. 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 16 April 2015. As of the date of this meeting, the PRE Subcommittee Secretariat received four proposed amendments and updates. The Chairperson requested PRE Subcommittee members to confirm the dates and details of promotion events held in May and June as soon as possible so that the Secretariat could make arrangements accordingly.

13. The Secretary requested PRE Subcommittee members to confirm the details with the organizers as soon as possible after proposing the promotion events. If it was intended that the Government be invited to the events, the organizers should issue invitation letters to the Government.

14. **LanDAC PRE Subcommittee Paper No. 06/2015** was endorsed by PRE Subcommittee.

Agenda Item 6: Other Matters

Promotional Video on Lantau Development

15. The Development Bureau reported that the contractor had made suitable modifications to the initial version of the promotional video on “Lantau Development” based on the comments of PRE Subcommittee members, and was proceeding with the post-production work. The promotional video was expected to be completed at the end of May.

16. The Development Bureau indicated that the promotional video comprised a main video of about four minutes and four sections of guest interviews of about one minute each. The main video overviewed the overall development plan of Lantau from a macro point of view whereas the guest interview sections introduced the four strategic positionings of Lantau respectively, including “International Transport,

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Logistics and Trade Hub in Pearl River Delta (PRD)”, “Connecting Services in Greater PRD Region and Asia”, “Treasure of Natural Assets” and “Strategic Growth Area with New Metropolis”. The latest versions of the completed main video and the first three sections of interviews were played at the meeting. The filming of the remaining one section of interview would be completed by May.

17. The comments of PRE Subcommittee members on the played main video and the three sections of interviews were summarized as follows:

- suggesting modifications to the background music, dubbing and narration, and adjusting the scene sequences and film editing so as to improve the connectivity and flow of the film;
- improving the brightness and colour contrast of the film; and
- supplementing more background information about the guests that were interviewed.

18. PRE Subcommittee members also discussed about the broadcast channels for the promotional video and their views were summarized as follows:

- suggesting that at the first stage should focus on broadcasting the videos at schools, public housing estates, shopping arcades, tourist facilities and spots on Lantau such as the Hong Kong International Airport, AsiaWorld-Expo, Ngong Ping 360, ferries, etc. It was also suggested that the video should be played at public facilities in other districts under the Home Affairs Department and the Leisure and Cultural Services Department such as enquiry service centres, parks, libraries, community halls, civic centres, employment centres etc. In addition, it could also be uploaded to online media, such as Youtube, Facebook as well as the websites of the Development Bureau, Civil Engineering and Development Department and Planning Department; and
- suggesting that at the second stage, paid channels (such as Mass Transit Railway Corporation Limited, RoadShow, public mini buses, etc.) should be considered for broadcasting the video. It was suggested that by editing the completed video or producing new video, application should be made to the Information Services Department for broadcasting the video at TV API timeslots in future.

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Promotion Kit for Lantau Development

19. To facilitate PRE Subcommittee members to attend promotion and publicity activities, the PRE Subcommittee Secretariat produced a “Promotion Kit for Lantau Development” for members’ reference. The first draft of the promotion kit was sent to PRE Subcommittee members for viewing via e-mail on 24 April 2015.

20. The Chairperson indicated that if PRE Subcommittee members had any comments on the promotion kit, they could advise the Secretariat within two weeks via e-mail. Upon the completion of the promotion kit, the Secretariat would send the electronic copy to PRE Subcommittee members via e-mail. If members needed a printed copy, they could contact the Secretariat for separate arrangements. The Chairperson also suggested that the PRE Subcommittee Secretariat should provide a simplified English version of the promotion kit.

[Post-meeting note: As of 18 May 2015, the PRE Subcommittee Secretariat had received one comment suggesting that a brief English summary on the studies or projects listed in the promotion kit be produced for use by PRE Subcommittee members to brief stakeholders. The PRE Subcommittee Secretariat sent the final version of the “Promotion Kit for Lantau Development”, including the brief English summary to members via e-mail on 27 May 2015.]

21. Ms WONG Chin-kiu, Janet indicated that the information of the “Promotion Kit for Lantau Development” was for LanDAC and PRE Subcommittee members’ personal reference only. If necessary, members of LanDAC and PRE Subcommittee were welcome to use the content of the kit to respond to the public in their own capacity provided that it was used in consistency with the information and documents already released to the public by LanDAC and/or PRE Subcommittee. As it was impossible for the Government to update the promotion kit real time, it was suggested that members should not release the promotion kit to outside parties so as to avoid errors.

The Arrangements for Sitting in on Meetings of LanDAC and its Subcommittees

22. The Secretary reported that the Government received a public enquiry about PRE Subcommittee member(s) bringing along their personal assistant(s) to meetings in March this year. The Secretary reminded members of the existing arrangements for sitting in on PRE Subcommittee meetings as follows:

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- bringing along personal assistants to PRE Subcommittee meetings required the consent of the Chairperson of PRE Subcommittee;
- personal assistants could only attend PRE Subcommittee meetings as observers and were not allowed to speak at meetings or participate in discussions; and
- personal assistants were required to submit a duly completed “Interest Registration Form” before sitting in on a PRE Subcommittee meeting for the first time. The Secretariat would then upload the “Interest Registration Form” onto LanDAC’s website for public viewing.

23. PRE Subcommittee members noted the above arrangements for sitting in on meetings.

Other Promotion Events

24. Ms WONG Chin-kiu, Janet indicated that the Government would consider to collaborate with the local organizations to hold promotion events in a format similar to music festival at the end of 2015 or early 2016. The Government would brief and consult PRE Subcommittee members on further information in due course.

25. There being no other business and the meeting was adjourned at 6 pm.