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

Date: 17 August 2015 (Monday)
Time: 2:15 pm to 4:00 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		
Mr CHOW Yuk-tong		
Mr LAM Siu-lo, Andrew		
Mr LAM Sai-hung	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)	
Mr YIP Hung-ping, Joe	Assistant Secretary (Land Supply)1, DEVB	
Mr CHOW Chit, Joe	Assistant District Officer (Islands)2, Home Affairs Department (HAD)	
Ms CHAU Chui-li, Traley	Senior Information Officer (Development), Information Services Department	
Ms YAU Man-shan, Doris	Senior Engineer 8 (Islands Division), CEDD	Secretary

Co-opted Members

Mr CHAN Kit, William
Mr CHOW Ho-ding, Holden
Mr. LI Wing-kwai, Spencer

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Mr YIP Kam-hung

Other LanDAC Members

Mr LAM Fan-keung, Franklin

Members Absent

Ms CHAU Chuen-heung

Mr CHEUNG Shu-wang

Ms HUNG Yee-man, Cathy

Ms LAM Lit-kwan

Mr WONG Fuk-kan

Mr WAN Siu-kin, Andrew

Hon WU Chi-wai

In Attendance

Mr Leo WONG	Executive Assistant to CEO, Asia World-Expo Management Ltd
Mr Kevin CHEUNG	Researcher, Hong Kong Golden 50
Ms Kathy CHAN	Public Communication Strategic Consultancy Ltd.
Mr Fred YEUNG	Public Communication Strategic Consultancy Ltd.
Mr Sam MAK	Public Communication Strategic Consultancy Ltd.
Mr Eugene WONG	Public Communication Strategic Consultancy Ltd.
Ms Myra CHEUNG	Public Communication Strategic Consultancy Ltd.
Ms Quizti BUT	Public Communication Strategic Consultancy Ltd.
Ms CHOW Wing-kwan, Michelle	Community Relation Officer, DEVB
Mr CHAN Bun-pui, Bosco	Deputy Project Manager (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)

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Mr CHIU Kwai-man, Edmund	Engineer 3 (Islands Division), CEDD
Mr TAU Chung-lok, Edward	Architect 2 (Islands Division), CEDD
Ms TO Wai-tsz, Isabella	Senior Manager, CEDD

1. The Chairperson welcomed Mr LAM Fan-keung, Franklin, Deputy Chairperson of the Economic and Social Development Subcommittee, Mr LAM Sai-hung, the new Project Manager (Hong Kong Island and Islands) of the CEDD and other Public Relation and Engagement Subcommittee (hereinafter referred to as “PRE SC”) members to the 5th meeting of the PRE SC 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 SC.

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:

- PRE SC Secretariat distributed the promotional leaflets and posters of “Lantau Development” to the offices of district councilors and local organizations on Lantau, including social welfare organizations, youth groups, etc. on 26 May 2015. According to the Hong Kong Housing Authority’s reply on 18 May, the promotional posters had been posted at various public housing estates on Lantau, including Fu Tung Estate and Yat Tung Estate. Owing to the great variety of promotional posters sent by government departments or other organizations, the promotional posters would normally be replaced after being posted for a short period of time; and
- Regarding the first draft of the “Promotion Kit for Lantau Development”, PRE SC Secretariat had received one comment as of the date before this meeting. It suggested producing a brief English summary on the studies or development projects listed in the promotion kit for use by members. The Secretariat sent the latest version of the “Promotion Kit for Lantau Development”, including the brief English

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summary, to members via e-mail on 27 May 2015.

Agenda Item 3: Progress Report

(LanDAC PRE SC Paper No. 07/2015)

4. The Chairperson invited the Secretary to make a brief report on the latest progress on public promotion activities of the “Lantau Development” as well as other promotion works.

5. PRE SC members’ comments on the progress report were summarized as follows:

- As the specific planning of the “Lantau Development” had not yet been finalized at this stage, publicity work should be focused on the promotion of the four development directions;
- According to some recent statistics, there was an acute shortage of supply of land in Hong Kong. Apart from residential housing, there was also great demand for industrial buildings and other facilities in the market. The prevailing problem could not be solved by changing the existing land uses. It was suggested that when promoting the “Lantau Development Plan”, emphasis should be placed on the supply of land for Hong Kong by the proposed developments; and
- As the current promotional materials (such as brief summary, etc.) on the “Lantau Development” were more on the technical side, which was rather difficult for the young people to understand, it was suggested that simple and comprehensible promotional materials be produced.

6. Mr YIP Hung-ping, Joe added that the aim of the workshop to be held on 19 September 2015 was to brief LanDAC and its Subcommittees members on the proposed development strategy and the work timetable of the “Lantau Development”.

7. The Chairperson thanked the Government and PRE SC Secretariat for completing the visits to the 18 district councils to make a brief introduction on the “Work Plan of Lantau Development” within a short period of time.

8. **Paper No. 07/2015** was endorsed by PRE SC.

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Agenda Item 4: Follow-up Actions on Comments Received at Outreach Activities and Forthcoming Activities

(LanDAC PRE SC Paper No. 08/2015)

9. The Chairperson invited the Secretary to make a brief report in accordance with **Annex 1 and Annex 2**, on the latest follow-ups actions on the comments received at promotion activities attended by the Government together with PRE SC between 1 January and 4 August 2015.

10. The Secretary indicated that in order to deal with the comments received at promotion events between 22 April and 4 August 2015 as soon as possible, PRE SC Secretariat had referred the comments to the relevant Subcommittees under LanDAC or government departments concerned for follow-up actions after classification. If members had any opinions on the classification of comments and follow-up work listed at **Annex 2**, they could contact the Secretariat.

11. To ensure that all comments received at promotion events were dealt with timely, the Secretariat had suggested ways of handling comments as follows:

- “General Comments” - PRE SC Secretariat would refer these comments immediately to the relevant Subcommittees under LanDAC or government departments concerned for follow-up actions after classification ; and
- “Complicated Comments” - comments involving a number of government departments or could not be clearly classified by the Secretariat. The way of handling these comments would be discussed at PRE SC meeting.

Members agreed to the above arrangements.

12. The Secretary made a brief report on the forthcoming promotion activities and their latest progress in accordance with **Annex 3**. PRE SC Secretariat invited members to update the information on promotion and exchange platforms as well as promotion activities via e-mail on 31 July 2015. As of the date before this meeting, the Secretariat had received six proposed revisions and updates which were listed at **Annex 3**.

13. The Secretary added that since the public relations consultant had

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commenced work, it would be responsible for arranging and following-up future promotion activities relating to the development of Lantau.

14. **Paper No. 08/2015** was endorsed by PRE Subcommittee.

Agenda Item 5: Initial Draft of the Public Relations, Publicity and Consultation Strategy and Plan

15. The Chairperson invited the public relations consultant to make a brief introduction on the initial draft of the public relations, publicity and consultation strategy and plan of the “Lantau Development”.

16. With the use of slides, the public relations consultant gave an introduction on the principles of communication and promotion, branding, media publicity, proposed promotion and publicity activities as well as the timetables.

17. PRE SC members discussed the proposed promotion activities and put forward comments summarized as follows:

- Agreeing that more promotion activities should be held to raise the public’s concern about the “Lantau Development Plan”;
- Regional or international elements should be added into the activities, for instance inviting people from other countries or regions, including Pearl River Delta Region to participate in forums;
- suggesting that young people and community organizations should be allowed to arrange for promotion and publicity activities or participate in organizing such activities, in a bid to encourage them to be actively involved in the promotion and publicity work of the “Lantau Development Plan” and share the information about the activities on the internet;
- suggesting that innovative activities with local characteristics of Lantau be held on Lantau, such as holding water sports activities on Cheung Sha Beaches, once again organizing Lantau’s traditional activities, e.g. Long Biao (龍鏢), mud wrestling, etc.;
- suggesting that discussion results of promotion and publicity activities (such as public forums) be shared and exchanged views with students at

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schools;

- when holding large-scale activities, the risk of being used for spreading other messages should be assessed;
- options for handling different views should be added; and
- target participants of activities should include young people and people from commercial, professional sectors etc.

18. PRE SC members discussed branding and put forward comments summarized as follows:

- suggesting that the balance relationship between conservation and development should be clearly expressed;
- not to over-emphasize a particular development direction;
- should emphasize the opportunities brought by the development of Lantau; and
- promotion taglines should be simple, short and precise.

Agenda Item 6: Latest Progress and Public Relations Information Pack on “Lantau Development”

19. The Chairperson invited the Secretary to report on the progress of the production of “Public Relations Information Pack on Lantau Development”. The Secretary indicated that PRE SC Secretariat had collated members’ suggestions on the Frequently Asked Questions and Concerns of the “Lantau Development” and prepared the “Overview of Lantau Development” to facilitate members’ attendance at public promotion activities. The Secretariat submitted the first draft of the “Overview of Lantau Development” for members’ consideration at the meeting.

20. The Secretary added that the “Public Relations Information Pack on Lantau Development” was composed of the “Overview of Lantau Development” and the “Promotion Kit for Lantau Development” and that the Civil Engineering and Development Department as well as the public relations consultant would update the contents periodically.

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21. The Chairperson indicated that if PRE SC members had any comments or suggestions on the first draft, they could bring them up with the Secretariat via e-mail on or before 31 August 2015.

Agenda Item 7: Other Matters

22. There being no other business and the meeting was adjourned at 4 pm.