

(Translated Version)

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

Date: 17 November 2015 (Monday)
Time: 3:30 pm to 5:00 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
Ms CHAU Chuen-heung		
Mr CHOW Yuk-tong		
Ms LAM Lit-kwan		
Mr LAM Siu-lo, Andrew		
Mr LAM Sai-hung	Project Manager (Hong Kong Island and Islands), Civil Engineering and Development Department (CEDD)	
Ms WONG Chin-kiu, Janet	Principal Assistant Secretary (Works) Special Duty, Development Bureau (DEVB)	
Mr CHOI Kevin	Principal Assistant Secretary (Works)5, DEVB	
Ms TANG Tsui-ye, Caroline	Assistant Secretary (Planning)1, DEVB	
Mr LI Ping-wai, Anthony	District Officer (Islands), Home affairs Department (HAD)	
Ms LEONG Ion-chi, Christine	Assistant Director (5) (Local Public Relations), Information Services Department (ISD)	
Ms YAU Man-shan, Doris	Senior Engineer 8 (Islands Division), CEDD	Secretary

Co-opted Members

Mr CHAN Kit, William

(Translated Version)

Mr YIP Kam-hung

Members Absent

Hon CHAN Han-pan

Mr CHEUNG Shu-wang

Mr CHOW Ho-ding, Holden

Prof HO Kin-chung

Ms HUNG Yee-man, Cathy

Mr. LI Wing-kwai, Spencer

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 Eugene WONG	Public Communication Strategic Consultancy Ltd.
Mr YIP Hung-ping, Joe	Assistant Secretary (Land Supply)1, DEVB
Mr CHOW Sui-ping	Engineer (Lantau), DEVB
Ms CHOW Wing-kwan, Michelle	Community Relation Officer, DEVB
Mr LO Kwok-chung, David	Chief Engineer/Islands, CEDD
Ms LAU Kwok-yin, Wendy	Engineer 19 (Islands Division), CEDD
Mr TAU Chung-lok, Edward	Architect 2 (Islands Division), CEDD
Ms TO Wai-tsz, Isabella	Senior Manager, CEDD
Mr CHOW Chit, Joe	Assistant District Officer (Islands) 2, HAD

1. The Chairperson welcomed Ms LEONG Ion-chi, Christine, Assistant Director (5) (Local Public Relations) of the ISD and other Public Relation and Engagement Subcommittee (hereinafter referred to as “PRE SC”) members to the 6th

(Translated Version)

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 Chairperson indicated that subsequent to the discussions held in the 5th PRE SC meeting on the branding for “Lantau Development”, the public relations consultant had taken into account the comments made by the PRE SC members and made a new suggestion. The public relations consultant proposed that a tagline should first be set for use in public engagement activities held in 2016 whereas the design ideas for the logo and slogan would be invited through public engagement activities.

4. Mr LAI Cheuk-ho said that among a number of tagline options, the Development Bureau considered the “Space for All” was suitable for the existing planning vision of Lantau. On one hand, it could be interpreted as to provide lands or development opportunities to cater for different types of uses (all purposes) such as housings, employments, starting a business, recreation, tourism and entertainment, etc. On the other hand, it could also be interpreted as to create space for use by all the Hong Kong people as well as tourists visiting Hong Kong (all people). It was suggested that this tagline should be used in the “LanDAC First-term Work Report” currently under preparation. The public relations consultant would submit the Chinese tagline options to the Government for consideration later.

5. Regarding the logo and slogan for the “Lantau Development”, the public relations consultant proposed to invite design ideas through public engagement activities. These public engagement activities were expected to commence in early 2016 and the specific formats and details were still under study. The preliminary proposal was to organize a design competition with separate entry groups for the public and students, so as to invite people of different ages and sectors to participate.

6. In view of the two entry groups of the design competition but only one final design for the logo and slogan would be used, PRE SC members suggested that the public relations consultant should consider carefully how to deal with and adopt the

(Translated Version)

winning designs of the two groups.

Agenda Item 3: Progress Report

(LanDAC PRE SC Paper No. 09/2015)

7. The Chairperson invited the Secretary to give a brief report on the public promotion events for the “Lantau Development”, the progress on the production of promotional videos, the work progress of the public relations consultant as well as the latest progress of other promotion and publicity work of PRE SC.

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

- suggesting to use community resources such as borrowing existing promotional videos of Po Lin Monastery or other tourist facilities on Lantau to promote “Lantau Development”;
- suggesting to improve the mechanism to respond to comments when attending promotion events. Reference could be made to the Airport Authority (AA)’s quick response to questions received at the previous consultation sessions during the three-runway system consultation exercise;
- suggesting that the promotional videos for the “Lantau Development” should be broadcasted at shopping malls, public housing estates and tourist spots on Lantau; and
- suggesting that various public promotion events including broadcasting of the promotional videos should be properly planned to maximize publicity effects.

The Secretary indicated that based on members’ earlier suggestions on the broadcasting channels for the promotional videos, the Secretariat had examined the feasibility of various channels and contacted the relevant organizations for arrangements accordingly. These channels including tourist and commercial spots on Lantau such as Ngong Ping 360, Hong Kong International Airport, etc. The Secretariat would send the detailed information about the proposed broadcasting channels for the promotional videos to members for reference after the meeting.

Ms WONG Chin-kiu, Janet supplemented that when the PRE SC Secretariat selected the broadcasting channels/locations, two of the prerequisites were that the channel/location should be equipped with broadcast equipment and agree to play the

(Translated Version)

promotional videos free of charge.

[Post-meeting note: The Secretariat e-mailed the detailed information about the proposed broadcasting channels for the promotional videos to members for reference on 18 November 2015.]

9. Mr LAI Cheuk-ho indicated that the promotional videos would also be broadcasted at the forthcoming public engagement activities.

10. **Paper No. 09/2015** was endorsed by PRE SC.

Agenda Item 4: Public Engagement and Promotion Events of “Lantau Development Strategies” in Year 2016

(LanDAC PRE SC Paper No. 10/2015)

11. The Chairperson invited the public relations consultant to give a brief introduction on the public engagement and promotion events of the “Lantau Development Strategies” in year 2016.

12. With the aid of slides, the public relations consultant gave a briefing on the aims of the “Lantau Development Strategies”, analysis of the current situation, promotion principles, proposed public engagement and promotion events as well as their timetables.

13. PRE SC members discussed the proposed promotion events and put forward their views summarized as follows:

- suggesting that the Government and the public relations consultant should prepare the Line-to-take for the “Lantau Development” before the Policy Address and set up a mechanism to align the handling of media and public enquiries;
- avoiding mix up with the Hong Kong-Zhuhai-Macao Bridge project by the Highways Department, so that to ensure the focus of the activities would not be diverted;
- suggesting that some indoor activities should be held, as most of the proposed public engagement and promotion events were outdoor activities;
- suggesting that in addition to Lantau and Hong Kong Island, public

(Translated Version)

forums for the “Lantau Development” should be held in other districts to encourage all Hong Kong residents to participate and express their views;

- suggesting that publicity should focus on the four development directions of the “Lantau Development”. And promotion should emphasize on the improvements to country park facilities and transport connection options;
- the public, media and politicians generally have insufficient knowledge on the “Lantau Development” and mostly would only concern about the development of infrastructure. It was suggested that more promotion activities should be arranged to promote the tourism culture of Lantau;
- suggesting that the public opinion poll should cover all the Hong Kong people and various stakeholders. Also it should only be conducted after the public had acquired considerable knowledge about the “Lantau Development”;
- suggesting to improve the consultation skills and response abilities, coordinate with various government departments and carefully map out the promotion strategies; and
- tying up with other suitable government promotion activities, e.g. “Appreciate Hong Kong” to enhance publicity effects.

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

Agenda Item 7: Other Matters

15. The Chairperson thanked members for attending the last meeting of PRE SC in the first term of LanDAC as well as their support for PRE SC and active participation. There being no other business, the meeting was adjourned at 5pm.