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For discussion on
6 October 2014

Lantau Development Advisory Committee
Public Relation and Engagement Subcommittee
Paper No. 02/2014

**LANTAU DEVELOPMENT ADVISORY COMMITTEE
PUBLIC RELATION AND ENGAGEMENT
SUBCOMMITTEE**

Work of the PRE Subcommittee

PURPOSE

This paper serves to provide preliminary ideas on the work of the Public Relation and Engagement Subcommittee (hereinafter referred to as “PRE Subcommittee”) of Lantau Development Advisory Committee (hereinafter referred to as “LanDAC”) to facilitate discussion and hence the formulation of PRE Subcommittee’s work plan.

BACKGROUND

2. The Chief Executive announced in his 2014 Policy Address the establishment of the LanDAC to advise on the opportunities brought by the major infrastructures projects around Lantau and the synergy between Hong Kong and the Pearl River Delta, while striking a balance between development and conservation. The LanDAC was established on 17 January 2014. It is chaired by the Secretary for Development and now consists of 20 non-official members and 10 ex-officio members following the subsequent change of membership. The LanDAC is advisory in nature and has no statutory, administrative, executive and resources allocation authority.

3. The LanDAC agreed on its third meeting on 19 July 2014 to set up four subcommittees to deal with suggestions/ issues in different areas. They are:

- (I) Planning and Conservation Subcommittee;
- (II) Economic and Social Development Subcommittee;
- (III) Traffic and Transport Subcommittee; and
- (IV) Public Relation and Engagement Subcommittee

PRE SUBCOMMITTEE'S WORK

4. PRE Subcommittee's Terms of Reference are listed in Annex 1 of PRE Subcommittee Paper No. 01/2014.

5. The proposed work of PRE Subcommittee is positioned as: to assist the LanDAC to draft a comprehensive publicity and consultation strategies cum plans for the overall development strategy of Lantau; to support government and the LanDAC in the implementation of the endorsed development strategies in individual area(s) and/or consultation on projects; provide professional advice to relevant stakeholders.

6. With reference to the proposed position mentioned above, it is proposed that PRE Subcommittee will first discuss how to introduce the merits and features of Lantau, promote its future development theme, build an effective brand, and establish publicity channels and priority. Based on the views of PRE Subcommittee members, the Secretariat will draft a publicity and consultation strategy and propose a work plan for short-term goals for LanDAC's discussion and confirmation. Subcommittee may consider the following common channels of publicity and consultation:

- To produce Announcement of Public Interest and animation to highlight the existing merits and features and the future development theme of Lantau, build a brand and good image, raise public awareness, solicit support and assist the consultation;
- To enhance the existing webpages and use electronic media to provide to the public more information on the LanDAC's work and to engage the public and community participation, with a view to increasing public understanding and consent on the LanDAC's work and the future development of Lantau;
- To conduct local and group (including education institutes) consultation/ views exchange/ public engagement to increase the public understanding on Lantau development strategy, collect public opinions on the Lantau development and build public

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consensus;

- To engage professional groups to take part in the Lantau development;
- To disseminate press release to media and conduct press conference;
- To report and brief the District Council and, if appropriate, the Legislation Council Panel on Development about the LanDAC's progress of work, including various projects /studies for Lantau;
- To distribute leaflets/ newsletters to the local community through relevant district offices, rural committees and owner's committees/mutual aid committees, etc.; and
- To use other publicity media (e.g. vehicles body advertising, RoadShow, etc.)

7. Besides, PRE Subcommittee may formulate publicity and response strategies on key issues of public relations for discussion and confirmation by LanDAC.

ADVICE SOUGHT

8. Members are requested to advise on the proposed work of PRE Subcommittee in para. 4 to 7 above and to discuss on PRE Subcommittee's short-term goals and work plan. The outcome of discussion above will be submitted to the LanDAC for discussion on its fourth meeting in November.

**The Secretariat of the
Public Relation and Engagement Subcommittee
Lantau Development Advisory Committee
September 2014**