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For discussion on
17 November 2015

Lantau Development Advisory Committee
Public Relation and Engagement Subcommittee
Paper No. 10/2015

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

**Public Engagement and Promotion Events of
“Lantau Development Strategies” in Year 2016**

PURPOSE

This paper seeks to introduce to the Public Relation and Engagement Subcommittee (hereinafter referred to as “PRE SC”) under the Lantau Development Advisory Committee (hereinafter referred to as “LanDAC”) the preliminary proposals for the public engagement and promotion events of “Lantau Development Strategies”.

PUBLIC ENGAGEMENT AND PROMOTION EVENTS

2. PRE SC members held a preliminary discussion on the promotion events proposed by the public relations consultant at the PRE SC meeting on 17 August 2015. The Lantau Development Advisory Committee (hereinafter referred to as “LanDAC”) agreed to commence the public engagement and promotion events of “Lantau Development Strategies” in the 1st quarter 2016 at the meeting held on 26 September 2015. Apart from allowing various sectors in society to understand the proposed overall development strategy for Lantau as well as the development project which has a great impact on the long-term and sustainable development of Hong Kong, LanDAC also hopes to canvass their views.

3. The public relations consultant has put forward the following preliminary proposals for the public engagement and promotion events after considering the views of LanDAC and PRE SC members. Having taken into account PRE SC members’ comments on these preliminary proposals, the public relations consultant will formulate a specific timetable for the events and work.

PUBLIC ENGAGEMENT EVENTS

4. The purpose of public engagement events is to solicit the public’s view on “Lantau Development Strategies” and enhance their understanding of the development of Lantau. The preliminary proposed events are as follows:

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- Holding public forums
The development of Lantau has a far-reaching impact on Hong Kong's overall development. Therefore, besides Lantau, we will also hold public forums in other districts to allow more people to attend and participate.
- Holding focus group meetings
As the four development directions of Lantau include (1) economic and housing developments; (2) leisure, entertainment and tourism; (3) a strategic growth area with a core business district; and (4) conservation, leisure, cultural and green tourism, we will hold focus group meetings with the relevant commercial sector, tourism sector, professional bodies concerned, recreational and green groups, etc.
- Consulting various major stakeholders, including Legislative Council Panel on Development, district councils, Heung Yee Kuk, relevant rural committees (South Lantau, Mui Wo, Tai O and Tung Chung), Town Planning Board, Land and Development Advisory Committee, etc.

PROMOTION EVENTS

5. We hope that the public can understand the principle of balance between Lantau development and conservation as well as the importance of the developments to Lantau and Hong Kong's overall long-term strategic growth and sustainable development through the promotion events. The proposed events are as follows:

- holding roving exhibitions at major MTR stations, shopping malls, Government Offices, etc.;
- holding slogan and brand image design competitions;
- holding activities with special characteristic, such as beach music festival, mud wrestling, etc.;
- holding outdoors or sports activities, such as hiking, local or international triathlon competition, mountain bike competition; and
- holding events with special characteristics jointly with other government departments, non-governmental organizations, sports organizations and district organizations.

WORK PROGRESS OF THE PUBLIC RELATIONS CONSULTANT

6. The public relations consultant has proposed that the above public engagement and promotion events should be led by LanDAC and the relevant activities should be organized or supported through a tripartite collaboration between the community, business sector and Government as far as possible. Upon the

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completion of the public engagement and promotion events, LanDAC will compile a report on the comments received and submit it to the Government for consideration. The public relations consultant will be responsible for planning and conducting the above events and other related work whereas PRE SC, Development Bureau, Planning Department and Civil Engineering and Development Department will tie in with the relevant arrangements.

ADVICE SOUGHT

6. PRE SC members are invited to give their views on the above proposal.

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