

(Translated Version)

For discussion on
12 January 2015

Lantau Development Advisory Committee
Public Relation and Engagement Subcommittee
Paper No. 01/2015

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

Work Progress Report

PURPOSE

This paper summarizes the public promotion events attended by the Government and the Public Relation and Engagement Subcommittee (hereinafter referred to as “PRE Subcommittee”) under the Lantau Development Advisory Committee (hereinafter referred to as “LanDAC”) for the development of Lantau. It also reports on the work progress on the production of leaflets, posters and videos by the Development Bureau as well as the progress of the engagement of a public relations consultant by the Civil Engineering and Development Department. This paper is for the reference of PRE Subcommittee members who are invited to give their views.

**PUBLIC PROMOTION EVENTS ATTENDED BY THE
GOVERNMENT AND PRE SUBCOMMITTEE**

2. As of 31 December 2014, the Government and the PRE Subcommittee attended the following events for promotion of the development of Lantau.

Events Attended	
Date:	6 November 2014
Time:	5:20 pm
Event:	Annual General Meeting of the Lantau Development Alliance
Venue:	The Coral, 1/F, Auberge Discovery Bay Hong Kong (Affiliated PRE Subcommittee member: Mr HA Wing-on, Allen)
Date:	11 December 2014
Time:	4:00 pm
Event:	The 2 nd Meeting of Tung Chung Safe and Healthy City Steering Committee in 2014
Venue:	3/F, Yat Tung Estate Shopping Centre, Tung Chung

(Translated Version)

Tung Chung Safe and Healthy City Community Library Resource Centre (Affiliated PRE Subcommittee member: Ms CHAU Chuen-heung)
Date: 15 December 2014 Time: 3:00 pm Event: The 6 th Meeting of Islands District Council in 2014 Venue: Islands District Council Conference Room, 14/F, Harbour Building, 38 Pier Road, Central, Hong Kong (Affiliated PRE Subcommittee members: Mr CHOW Yuk-tong and Ms CHAU Chuen-heung)
Date: 18 December 2014 Time: 11:00 am Event: 18 District Councils Chairmen and Vice Chairmen Regular Meeting Venue: Conference Room, 30/F, Southorn Centre, 130 Hennessy Road, Wan Chai (Affiliated PRE Subcommittee members: Mr CHOW Yuk-tong and Ms CHAU Chuen-heung)

3. For the recommended classification and follow-up actions for views and comments received during the above promotion events, please refer to LanDAC PRE Subcommittee Paper No. 02/2015.

4. For details of the promotion events to be attended by the Government and PRE Subcommittee for the development of Lantau in the first half year of 2015, please refer to LanDAC PRE Subcommittee Paper No. 03/2015.

WORK PROGRESS ON THE PRODUCTION OF LEAFLETS, POSTERS AND VIDEOS

5. The production of leaflets, posters and videos by the contractor for publicity, education and public engagement purposes is being arranged by the Development Bureau. The draft leaflets and posters have been completed and will be ready for printing in early January 2015. The draft scripts of the video will be completed in early January 2015 and the video production is expected to be completed by end January.

(Translated Version)

WORK PROGRESS OF ENGAGEMENT OF A PUBLIC RELATIONS CONSULTANT

6. Preparation works for the engagement of a public relations consultant are being carried out by the Civil Engineering and Development Department. The services to be provided by the consultant will include acting as the consultant of the Committee and assisting the Government on conduct of promotion events for the overall development of Lantau as well as seeking support of the public and relevant stakeholders on the four strategic positioning and four development directions. In addition, the consultant is required to provide professional advice on public relations strategies for strategic studies/projects and perform public relations work for strategies formulated by the Committee and its subcommittees.

7. The drafting of the consultants' outline work plan and the associated funding are being arranged by the Civil Engineering and Development Department. It is anticipated that the consultant tendering and selection work will be conducted in May 2015. The consultant is expected to commence its work in July 2015. The draft comprehensive publicity and consultation strategy/plan are anticipated to complete by October 2015.

ADVICE SOUGHT

8. PRE Subcommittee members are invited to give their views on the work progress report.

**The Secretariat of the
Public Relation and Engagement Subcommittee
Lantau Development Advisory Committee
January 2015**