

(Translated Version)

For discussion on
28 April 2015

Lantau Development Advisory Committee
Public Relation and Engagement Subcommittee
Paper No. 04/2015

**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 the latest progress on the production of leaflets, posters and videos, the engagement of public relations consultant by the Civil Engineering and Development Department as well as other promotion and publicity work of PRE Subcommittee. 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. From 1 January to 21 April 2015, the Government together with PRE Subcommittee attended the following events for promotion of the development of Lantau:

Events Attended	
Date:	27 January 2015
Time:	3:00 pm
Event:	The 20th Meeting of Tsuen Wan District Council
Venue:	Tsuen Wan District Council Conference Room 2/F, Tsuen Wan Multi-storey Carpark Building 174-208 Castle Peak Road, Tsuen Wan, New Territories

<p>Date: 17 February 2015</p> <p>Time: 2:00 pm</p> <p>Event: The 1st Meeting of Yuen Long District Council in 2015</p> <p>Venue: Yuen Long District Council Conference Room 13/F, Yuen Long Government Offices No. 2, Kiu Lok Square, Yuen Long, New Territories</p>
<p>Date: 19 March 2015</p> <p>Time: 7:00 pm</p> <p>Event: The 18th Meeting of Central & Western District Council</p> <p>Venue: Central & Western District Council Conference Room 14/F, Harbour Building 38 Pier Road, Central, Hong Kong</p>
<p>Date: 1 April 2015</p> <p>Time: 4:00 pm</p> <p>Event: Sharing Session for Associate Degree Students in Airport Operation and Aviation Logistics</p> <p>Venue: China Aircraft Services Limited 81 South Premier Road, Chek Lap Kok, Lantau (Affiliated PRE Subcommittee member: Mr. CHAN Kit)</p>
<p>Date: 9 April 2015</p> <p>Time: 9:30 am</p> <p>Event: The 21st Meeting of North District Council</p> <p>Venue: North District Council Conference Room 3/F, North District Government Offices 3 Pik Fung Road, Fanling, New Territories</p>
<p>Date: 21 April 2015</p> <p>Time: 2:30 pm</p> <p>Event: The 55th Meeting of the Country Parks Committee</p> <p>Venue: 7/F, Cheung Sha Wan Government Offices 303 Cheung Sha Wan Road, Cheung Sha Wan, Kowloon</p>

3. For the views and comments received during the above promotion events,

and their recommended classification and follow-up actions, please refer to LanDAC PRE Subcommittee Paper No. 05/2015.

4. For details of the promotion events to be attended by the Government and PRE Subcommittee for the development of Lantau in 2015 Q2 and Q3, please refer to LanDAC PRE Subcommittee Paper No. 06/2015.

WORK PROGRESS ON THE PRODUCTION OF LEAFLETS, POSTERS AND VIDEOS

5. The production of leaflets and posters arranged by the Development Bureau was completed in January 2015. The leaflets and posters were distributed to the 18 district councils, public housing estates and major private housing estates on Lantau, the Lantau Development Alliance, the primary and secondary schools in Islands District, the public enquiry service centres of the Home Affairs Department, sports grounds, swimming pools, libraries and museums of the Leisure and Cultural Services Department, professional institutions and tertiary institutions, etc. and would be made available to the public for information. The leaflets and posters have also been uploaded to the LanDAC's webpage for public viewing.

6. The first draft of the promotional videos was completed in February 2015. To collect PRE Subcommittee members' comments on the production of the videos, PRE Subcommittee convened a special meeting on 11 February 2015 for previewing the promotional videos. In addition to the 11 PRE Subcommittee members, the Deputy Chairperson of the Economic and Social Development Subcommittee also attended the special meeting (see **Annex** for the attendance list). The Government will make reference to the comments received and request the production company to make suitable modifications to the videos and proceed with the post-production work. The production of the promotional videos was expected to complete for release in 2015 Q2.

WORK PROGRESS ON THE ENGAGEMENT OF A PUBLIC RELATIONS CONSULTANT

7. The Civil Engineering and Development Department commenced the

tendering¹ exercise for the public relations consultant on 31 March 2015 and the selection process will be conducted after the tender closing date of 28 April. The employment of public relations consultant was expected to commence in early June 2015 and the draft comprehensive publicity, public relations and consultation strategy and plan were expected to be completed by October 2015.

8. The public relations consultant will follow up comprehensively the views and proposals raised by the PRE Subcommittee members during the 3rd PRE Subcommittee meeting on promotion work. They will also arrange events for promotion of the development of Lantau, design the new website of LanDAC and set up suitable promotional exchange platforms, etc.

OTHER PROMOTION AND PUBLICITY WORK

9. The Deputy Chairperson of PRE Subcommittee attended a forum entitled “Where does our Lantau go?” held by the Save Lantau Alliance on 18 January 2015 in which different views on Lantau development were shared and exchanged.

10. The Development Bureau will arrange site visits to Lantau for members of the 18 district councils in May and June 2015.

11. PRE Subcommittee is planning to attend promotion events such as public forums, seminars for professional institutions, etc. in 2015 Q2 and Q3. Please refer to PRE Subcommittee Paper No. 06/2015 for details.

ADVICE SOUGHT

12. 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
April 2015**

¹ The Civil Engineering and Development Department issued tender documents inviting consultants to submit tenders in end March 2015. According to Government tendering procedures, the placing of tender notice on the internet is not applicable to this contract.

Lantau Development Advisory Committee
Public Relation and Engagement Subcommittee
Video Preview Session
Attendance List

Date: 11 February 2015 (Wednesday)
Time: 9:15 am to 10:15 am
Venue: Conference Room 3, G/F, Central Government Offices, Hong Kong

Present

Mr HA Wing-on, Allen		Chairperson
Ms CHAU Chuen-heung		
Mr CHOW Yuk-tong		
Mr LAM Siu-lo, Andrew		
Mr CHOW Ho-ding, Holden		
Mr YIP Kam-hung		
Mr TONG Ka-hung, Edwin	Project Manager (Hong Kong Island and Islands), Civil Engineering and Development Department (CEDD)	
Ms WONG Chin-kiu, Janet	Principal Assistant Secretary (Works) Special Duty, DEVB	
Ms LO Ho-yin, Martha	Assistant Director (5) (Local Public Relations), Information Services Department	
Ms. LOH Hung , Flora	Chief Information Officer (Development) , Information Services Department	
Ms YAU Man-shan, Doris	Senior Engineer 8 (Islands Division), CEDD	Secretary

Present by Invitation

Mr LAM Fan-keung, Franklin	Vice-chairperson of Economic and Social Development Subcommittee
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