

(Translated Version)

For discussion on
17 August 2015

Lantau Development Advisory Committee
Public Relation and Engagement Subcommittee
Paper No. 07/2015

**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 promotional 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 22 April to 4 August 2015, the Government together with PRE Subcommittee attended the following events for promotion of the development of Lantau:

Events Attended	
Date:	23 April 2015
Time:	2:30 pm
Event:	The 20th Meeting of Kowloon City District Council
Venue:	Kowloon City District Council Conference Room 7/F, Kowloon City Government Offices
Date:	5 May 2015
Time:	11:30 am
Event:	The 22nd Meeting of Tuen Mun District Council

<p>Venue: Tuen Mun District Council Conference Room 3/F, Tuen Mun Government Offices</p>
<p>Date: 5 May 2015 Time: 2:30 pm Event: The 21st Meeting of Wan Chai District Council Venue: District Council Conference Room, Wan Chai District Office 21/F, Southorn Centre, 130 Hennessy Road, Hong Kong</p>
<p>Date: 7 May 2015 Time: 9:30 am Event: The 3rd Meeting of Tai Po District Council in 2015 Venue: Tai Po District Council Conference Room 4/F, Tai Po Complex, 8 Heung Sze Wui Street, Tai Po, New Territories</p>
<p>Date: 14 May 2015 Time: 2:30 pm Event: The 22nd Meeting of Southern District Council Venue: Southern District Council Conference Room 1/F, Ocean Court 3 Aberdeen Praya Road, Aberdeen, Hong Kong</p>
<p>Date: 19 May 2015 Time: 2:30 pm Event: The 22nd Meeting of Wong Tai Sin District Council Venue: Wong Tai Sin District Council Conference Room 6/F, Lung Cheung Office Block 138 Leung Cheung Road, Wong Tai Sin, Kowloon</p>
<p>Date: 21& 22 May 2015 Time: 8:30 am to 4:30 pm Event: Lantau Site Visit arranged for district councillors Venue: Taking ferry at Central to Mui Wo, Cheung Sha, Tai O, Ma Wan Chung at Tung Chung, etc. via Kau Yi Chau and Hei Ling Chau.</p>
<p>Date: 21 May 2015 Time: 7:00 pm</p>

<p>Event: The 2nd Meeting of the 7th Board of Member Representative of the Federation of the New Territories Youth</p> <p>Venue: Room C, 9/F, Tai Po Commercial Centre (Affiliated PRE Subcommittee member: Hon CHAN Han-pan)</p>
<p>Date: 11 June 2015</p> <p>Time: 2:30 pm</p> <p>Event: The 19th Meeting of Eastern District Council</p> <p>Venue: Eastern District Council Conference Room 11/F, Eastern Law Court Building</p>
<p>Date: 12, 15 & 16 June 2015</p> <p>Time: 8:30 am to 4:30 pm</p> <p>Event: Lantau Site Visit arranged for district councillors</p> <p>Venue: Taking ferry at Central to Mui Wo, Cheung Sha, Tai O, Ma Wan Chung at Tung Chung, etc. via Kau Yi Chau and Hei Ling Chau.</p>
<p>Date: 17 June 2015</p> <p>Time: 7:30 pm</p> <p>Event: Seminar of Lantau Development for Private Housing in Tung Chung</p> <p>Venue: Seaview Crescent Club House, Tung Chung (Affiliated PRE Subcommittee member: Ms. CHAU Cheun-heung)</p>
<p>Date: 23 June 2015</p> <p>Time: 9:30 am</p> <p>Event: The 22nd Meeting of Sham Shui Po District Council</p> <p>Venue: Sham Shui Po District Council Conference Room 4/F, Cheung Sha Wan Government Offices</p>
<p>Date: 25 June 2015</p> <p>Time: 2:30 pm</p> <p>Event: The 23rd Meeting of Yau Tsim Mong District Council</p> <p>Venue: Yau Tsim Mong District Council Conference Room 4/F, Mong Kok Government Offices</p>
<p>Date: 2 July 2015</p> <p>Time: 2:30 pm</p>

<p>Event: The 4th Extended Meeting of Sha Tin District Council Development & Housing Committee in 2015</p> <p>Venue: Sha Tin District Council Conference Room 4/F, Sha Tin Government Offices</p>
<p>Date: 7 July 2015</p> <p>Time: 9:30 am</p> <p>Event: The 4th Meeting of Sai Kung District Council in 2015</p> <p>Venue: Sai Kung District Council Conference Room 3/F, Sai Kung Tseung Kwan O Government Complex 38 Pui Shing Road, Hang Hau, Tseung Kwan O</p>
<p>Date: 7 July 2015</p> <p>Time: 2:30 pm</p> <p>Event: The 23rd Meeting of Kwun Tong District Council</p> <p>Venue: Kwun Tong District Office Conference Room Unit 05-07, 20/F, Millennium City 6 392 Kwun Tong Road, Kwun Tong, Kowloon</p>
<p>Date: 9 July 2015</p> <p>Time: 11:30 pm</p> <p>Event: The Federation of Hong Kong Chinese Travel Agents and Hong Kong Inbound Tour Operators Association Luncheon</p> <p>Venue: Crystal Ballroom, 2/F, The Cityview, 23 Waterloo Road, Kowloon (Affiliated PRE Subcommittee member: Ms. CHAN Kit, William)</p>
<p>Date: 20 July 2015</p> <p>Time: 2:30 pm</p> <p>Event: The 17th Special Meeting of Kwai Tsing District Council</p> <p>Venue: Kwai Tsing District Council Conference Room 10/F, Kwai Hing Government Offices</p>

3. For the views and comments received during the above promotion events, and their follow-up actions, please refer to LanDAC PRE Subcommittee Paper No. 08/2015.

4. The Government together with PRE Subcommittee have visited 18 District Councils to introduce the work plan of Lantau Development by the end of July 2015.

WORK PROGRESS ON THE PRODUCTION OF PROMOTIONAL VIDEOS

5. The PRE Subcommittee Secretariat sent the latest version of the promotional videos via e-mail on 27 May 2015 to PRE Subcommittee members and the Chairpersons and Deputy Chairpersons of the other three Subcommittees under LanDAC for collecting comments. The production of promotional videos was completed in July 2015.

6. The PRE Subcommittee Secretariat has initially explored the feasibility of broadcasting the promotional videos at channels suggested by members and liaised with the relevant organizations for arrangements. The promotional video will be played in public¹ at the Hong Kong International Airport, Asia-World Expo, Ngong Ping 360 Village, Tai O Heritage Hotel, City Gallery, Civil Engineering and Development Building, the planning enquiry counters of Planning Department's at North Point and Sha Tin as well as the public facilities with television equipment under the Home Affairs Department and Leisure and Cultural Services Department, including Tung Chung Community Hall, Discovery Bay Community Hall, Tung Chung Job Centre, Mui Wo Sports Centre and Peng Chau Sports Centre. The video CDs will also be distributed to schools on Lantau for showing at schools. In addition, the promotional video will be uploaded onto Youtube, Youth.gov.hk, the websites of Development Bureau, Civil Engineering and Development Department as well as Planning Department for public viewing. As the first stage of promotion, the showing of the promotional video through the above free channels should have been effective. The public relations consultant will consider and recommend other suitable publicity means and media to further promote the development of Lantau.

WORK PROGRESS ON THE ENGAGEMENT OF A PUBLIC RELATIONS CONSULTANT

7. The public relations consultant has commenced on 18 June 2015. The draft comprehensive publicity, public relations and consultation strategy and plan were expected to be completed by October 2015.

¹ Lantau's shopping malls (including Citygate, Fu Tung Shopping Centre, Yat Tung Shopping Centre, etc.) cannot be used for showing the promotional video because lack of television equipment.

OTHER PROMOTION AND PUBLICITY WORK

8. The Chairperson of PRE Subcommittee attended the event/seminar held by the French Chamber of Commerce and Industry in Hong Kong and the Hong Kong Institute of Planners on 7 May and 18 May 2015 respectively to brief their members on Lantau development and exchange views.

9. For details about the promotion events of Lantau development planned to be conducted in 2015 Q3 and Q4, please refer to PRE Subcommittee Paper No. 08/2015. Since the public relations consultant has commenced work, the promotion events of the development of Lantau will be mainly arranged and followed-up by the consultant.

10. The Government is planning to organize a public relations workshop on 19 September 2015 and the members of LanDAC and its Subcommittees will be invited to attend. The public relations consultant will brief the members on the latest progress and public relations information of “Lantau Development” during the workshop to facilitate members to attend the relevant publicity and promotion events.

ADVICE SOUGHT

12. PRE Subcommittee members are invited to give their views on this paper.

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