

For discussion on  
12 December 2017

LanDAC PRP SC  
Paper No. 04/2017

**LANTAU DEVELOPMENT ADVISORY COMMITTEE  
PUBLIC RELATIONS AND PROMOTION SUBCOMMITTEE**

**Public Relations and Promotion Plan for 2018**

**PURPOSE**

This paper aims to brief Members on the Civil Engineering and Development Department (CEDD)'s public relations and promotion plan for 2018 and seek Members' views.

**PUBLIC RELATIONS AND PROMOTION PLAN**

2. We engaged a public relations consultant to devise social media strategy in mid-2017 in response to the suggestions put forth at the meeting of the Public Relations and Promotion Subcommittee on 7 April 2017. Based on the consultant's recommendations, we shall step up the use of social media on two fronts, namely "development and conservation tasks" and "public relations and promotion activities", in order to publicise and promote the development and conservation initiatives under the Sustainable Lantau Blueprint (the Blueprint). We shall also utilise other internet platforms to carry out the publicity and promotion work.

i. Development and Conservation Work

**Social Media** – The Sustainable Lantau Office (SLO) under CEDD plans to launch the Facebook page and utilise the Youtube platform to publicise the tasks for the development and conservation for Lantau. Tasks that may be publicised via social media include:

- Development projects
- Nature and cultural conservation
  - CEDD's work (e.g. the ecological study, and the information of projects under the Environment and Conservation Fund)
  - Information on the natural and cultural resources in Lantau (e.g. country parks and historic culture and heritage)

## (Translated Version)

- Sustainable leisure and recreation
  - CEDD's work (e.g. the mountain bike trail network construction works, the improvement works for toilet facilities along hiking trails in Lantau, as well as "Landscape Improvement Works in Ngong Ping")
  - Information on leisure and recreation in Lantau (e.g. hiking trails and cycle tracks)

**Webpages** – To dovetail with the establishment of SLO, CEDD will revamp the webpage<sup>1</sup> of the Blueprint and update its contents on a regular basis, in order to publicise the information on CEDD's work for the development and conservation for Lantau (e.g. latest updates, details of consultation exercises, newsletters and APIs).

**Mobile phone apps** – CEDD also plans to develop mobile phone apps to provide the information on smart mobility and sustainable leisure and recreation in Lantau to the public.

### ii. Public relations and promotion activities

**Social media and webpages** – Subject to the nature of the activities concerned, CEDD will utilise social media networks and webpages as appropriate to carry out the publicity work and release the latest information on the activities. CEDD's public relations and promotion activities in the year to come shall include:

- Award presentation ceremony of the "Prequel to Tung Chung New Town Extension 2017" photo competition and roving exhibitions
- Planting ceremony of the "Landscape Improvement Works in Ngong Ping"
- Launching ceremony of the reclamation and advance works under the "Tung Chung New Town Extension" project
- Releasing newsletters and video clips
- Implementing the "Students Education Programme" to explain to students the importance of sustainable Lantau development
- Organising activities jointly with green groups/non-profit making organisations/schools with the themes on conservation/shoreline of Lantau and the other types of activities (e.g. Ngong Ping Charity Walk 2018), in order to promote the sustainable Lantau development and conservation initiatives

---

<sup>1</sup> The Blueprint's webpage: <http://www.lantau.gov.hk/>

**(Translated Version)**

3. Besides, according to the consultant's recommendations, CEDD will consider designing a mascot to enhance the effectiveness of the promotion of sustainable Lantau development by means of internet platforms in a more imagery manner.

**CONCLUSION**

4. Members were invited to note and express their views on our public relations and promotion plan for 2018.

Civil Engineering and Development Department  
December 2017