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**Lantau Development Advisory Committee
Public Relations and Promotion Subcommittee
First Meeting**

Date: 29 July 2016 (Friday)

Time: 3:30 pm to 5:00 pm

Venue: Conference Room, 13/F, North Point Government Offices, 333 Java Road,
North Point, Hong Kong

Gist of Meeting

Members Present

Mr HA Wing-on, Allen

Chairperson

Dr CHU Ting-kin, Kenneth

Deputy Chairperson

Ms CHAU Chuen-heung

Mr CHOW Yuk-tong

Mr LAM Siu-lo, Andrew

Mr LAM Sai-hung

Project Manager (Hong Kong Island & Islands)
(PM(HKI&I)), Civil Engineering and
Development Department (CEDD)

Mr YIP Hung-ping, Joe

Principal Assistant Secretary (Works) 5 (Atg.),
Development Bureau (DEVB)

Mr LI Ping-wai, Anthony

District Officer (Islands), Home Affairs
Department (HAD)

Ms MAN Wai-ling, Connie

Chief Information Officer (DEV), Information
Services Department

Mr HO Kwok-fai, Godfrey

Senior Engineer 13(Islands Division),
CEDD

Secretary

Co-opted Members

Mr CHAN Chi-kin, Ivan

Mr CHENG Wing-shun, Vincent

Mr LUK Hon-man, Benson

Mr TING Chi-wai, Roy

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Absent with Apologies

Hon CHAN Han-pan

Professor HO Kin-chung

Mr YIP Kam-hung

In Attendance

Mr Leo WONG

Executive Assistant to CEO, Asia World-Expo Management Ltd.

Mr LO Kwok-chung, David

Chief Engineer/Islands, CEDD

Mr CHAN Hing, Ken

Senior Engineer 14 (Special Duties Division), CEDD

Mr CHOW Ho-ming, Winson

Senior Engineer 17 (Special Duties Division), CEDD

Mr YIP Yuk-tsang, Steven

Engineer 17 (Islands Division), CEDD

Ms TO Wai-tsz, Isabella

Senior Manager, CEDD

Mr CHOW Chit, Joe

Assistant District Officer (Islands)², HAD

1. The Chairperson welcomed Members to attend the first meeting of the Public Relations and Promotion Subcommittee (hereinafter referred to as “PRP SC”) under the Lantau Development Advisory Committee (hereinafter referred to as “LanDAC”).

Agenda Item 1: Terms of Reference, House Rules and System of Declaration of Interests

(PRP SC Paper No. 01/2016)

2. The Secretary briefed on the main points of the paper, including the proposed terms of reference, house rules and system of declaration of interests of the PRP SC. In addition to the system of declaration of interests, the paper also covered topics such as measures on enhancement of transparency, rules on confidentiality and other matters. He also stressed that the proposed paper was in line with the LanDAC’s rules.

3. The Secretary reminded Members to obtain prior consent from the Chairperson if they wished to bring along their personal assistants to the PRP SC meetings, who were only allowed to sit in, but not to speak or participate in discussions during meetings. In addition, personal assistants were required to submit duly completed copies of “Registration of Interests” form to the PRP SC Secretariat before their first attendance

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to the PRP SC meetings. The PRP SC Secretariat would subsequently upload such copies of “Registration of Interests” form to the website of the LanDAC for public inspection.

4. The Secretary also reminded Members to refer all media enquiries to the Secretariat for handling. If Members wished to express their views direct to the media, they must declare that such views were strictly personal.

5. PRP SC Paper No. 01/2016 was endorsed by the PRP SC.

Agenda Item 2: Latest Progress of Public Relations and Promotion Activities

(PRP SC Paper No. 02/2016)

6. The Secretary reported that the 3-month public engagement (PE) exercise for Lantau Development was completed on 30 April 2016. The public relations consultants were currently analysing the information and views collected during the PE. A summary of these information and views, together with the analysis results, would be included in the PE Report.

7. The Secretary reported that after the end of the PE exercise, the Secretary for the Environment and the Secretary for Development jointly led colleagues from various government departments to conduct a “Shoreline Cleanup Operation on Lantau Island” in Shui Hau, Lantau on 18 June 2016, with a view to keeping the shoreline along Shui Hau in Lantau clean through inter-departmental collaboration.

8. The PRP SC noted the contents of PRP SC Paper No. 02/2016.

Agenda Item 3: Promotion Activities for Lantau Development and Conservation

(PRP SC Paper No. 03/2016)

9. The Chairperson invited the Secretary to briefly report the public promotion activities for Lantau development and conservation as proposed in Paper No. 03/2016. The Secretary briefed on the proposed Logo Design Competition for “Development and Conservation of Lantau” (the Logo Design Competition), Silvermine Bay Beach Music Festival (the Festival) and Photo Competition of Tung Chung New Town Extension (the Photo Competition).

10. The views on the Logo Design Competition by Members were summarized as

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follows:

- As only a single entry would be adopted for the logo in the end, it was suggested that due consideration should be given as to how to handle and adopt winning entries of different groups. For example, we could explore if a final champion could be selected among the winning entries of different groups to be adopted as the final brand logo;
- It was supported to organise this event to disseminate the message on co-existence of development and conservation of Lantau to the public;
- It was considered that the planning vision for Lantau development, i.e. “balancing and enhancing development and conservation for Lantau, with a view to developing it into a smart and low-carbon community for living, work, business, leisure and study”, consisted of multiple messages. As such, it might not be easy for participants to express such messages in their entirety through a single logo. It was proposed that poster or website design competitions be held and social media (e.g. Instagram, Facebook) be utilized to serve as publicity platforms, in a bid to allow greater flexibility in design. Moreover, several winning entries could be adopted for use in future publicity campaigns;
- It was proposed that a professional judging panel be set up to select entries in line with the planning vision for Lantau development; and
- It was proposed that winning entries be put into better use in future public promotion activities to maximize publicity effect.

11. Mr LAM Sai-hung, PM(HKI&I) of the CEDD, responded as follows:

- The Logo Design Competition was aimed at, hopefully, disseminating the message of balancing development and conservation for Lantau and planning vision of “desirability for living, work, business, leisure and study” to different walks of life. As such, the Logo Design Competition would be categorized into groups, such as Student Group and Open Group, so as to encourage participation of all people. Details of the proposal were still under consideration;
- The winning entries would be considered for using in letters, websites and public promotion activities of the LanDAC
- The entries would be judged by a professional judging panel;
- It was considered that we could first organise the Logo Design

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Competition, followed by other types of competition activities, in order to achieve greater publicity. The Logo Design Competition was anticipated to be held in end 2016.

12. Mr LAM Sai-hung added that the Festival was jointly organised by the Islands Youth Association, the Mui Wo Rural Committee and the Hong Kong Outlying Islands Women's Association (OIWA). Given that the venue was partly located within the project area of Mui Wo Improvements Works, it was proposed that the concerned part of the venue be provided to the organisers of the Festival by the CEDD and the LanDAC jointly in the capacity of "supporting organization".

13. Ms CHAU Chuen-heung declared that she was the Chairperson of the OIWA. It was decided by the PRP SC Chairperson that Ms CHAU could address or participate in voting in the context of the Festival.

14. The PRP SC Chairperson declared that he was the Founding Chairman of the Lantau Development Alliance.

15. The discussions and views on the Festival by Members were summarized as follows:

- It was agreed that the Government and the LanDAC jointly support the Festival to promote the "desirability for leisure" of Lantau so as to create a public platform for promotion of Lantau development;
- It was hoped that the Government could render assistance, in terms of provision of venues and other matters, to the organisers as far as practicable so as to support the youth to promote music culture; and
- The capacity of Mui Wo to receive tourists should be assessed, and the frequency of bus and ferry services during the Festival should be increased.

16. The views on the Photo Competition by Members were summarized as follows:

- It was proposed that the winning entries be displayed in as many locations as possible for public appreciation, such as Terminal 2 of the Airport. In addition, reference could be drawn to the Mass Transit Railway Corporation's practice to make mosaic tiles based on winning entries on the walls at its Sai Ying Pun Station;
- It was proposed that publicity be made by means of new media, online

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platforms and other publicity platforms provided by various Lantau-based organizations;

- It was proposed that winning entries be selected based on popularity by means of online voting in order to encourage the public to participate;
- It was proposed that one of the themes for the Photo Competition be titled as “Conservation of Tung Chung Valley”; and
- It was proposed to make good use of the entries via various channels.

17. Mr LAM Sai-hung, PM HKI&I of the CEDD, responded as follows:

- The winning entries could be displayed at roving exhibitions. The Government would identify more suitable exhibition locations, and upload such entries to the website of the LanDAC (www.LanDAC.hk) for public appreciation; and
- The Government would report to Members upon formulation of the details of the event by the consultants.

18. PRP SC Paper No. 03/2016 was endorsed by the PRP SC.

Agenda Item 4: AOBs

19. The Secretary pointed out that it was recently noted that the paper for information/discussion provided by the Secretariat to Members was published in the media before the meeting. The Secretariat expressed concerns over this matter. The papers for information/discussion were subject to discussion by the PRP SC before endorsement and release to the public. It was therefore not appropriate to make such disclosure to the media or public before the meeting in order to avoid any confusion and unnecessary misunderstandings with the post-meeting information. The Secretariat drew Members’ attention to this matter.

20. The Chairperson expressed that he hoped Members to provide promotion or exchange platforms or social networks for the purposes of promotion and publicity for Lantau development.

[Post-meeting note: The Secretariat requested Members on 4 August 2016 to provide promotion or exchange platforms or social networks for the purposes of promotion.]

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21. Some Members proposed that brief information leaflets should be prepared, in order to keep them familiarized with the essential information of Lantau development.

22. The Chairperson expressed gratitude to Members for their attendance to the first meeting. There being no other business, the meeting was adjourned at 5:00 pm.