

(Translated Version)
Lantau Development Advisory Committee
Public Relations and Promotion Subcommittee
Second Meeting

Date: 7 April 2017 (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
Hon CHAN Han-pan		
Ms CHAU Chuen-heung		
Mr CHOW Yuk-tong		
Mr LAM Siu-lo, Andrew		
Mr LEE Kui-biu, Robin	Project Manager (Hong Kong Island & Islands), Civil Engineering and Development Department (CEDD)	
Mr MAK Shing-cheung, Vincent	Deputy Secretary for Development (Works)2, Development Bureau (DEVB)	
Mr LAI Cheuk-ho	Principal Assistant Secretary (Works)5, DEVB	
Mr CHOW Chit, Joe	Assistant District Officer (Islands)2, Home Affairs Department (HAD)	
Ms MAN Wai-ling, Connie	Chief Information Officer (DEV), Information Services Department	
Mr WONG Chi-leung	Senior Engineer 13 (Special Duties), CEDD	Secretary

Co-opted Members

Mr TING Chi-wai, Roy
Mr YIP Kam-hung

Absent with Apologies

Professor HO Kin-chung
Mr LUK Hon-man, Benson

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Mr CHAN Chi-kin, Ivan
Mr CHENG Wing-shun,
Vincent

In Attendance

Mr Leo WONG	Executive Assistant to CEO, Asia World-Expo Management Ltd.
Ms KIANG Kam-yin, Ginger	Deputy Project Manager (Special Duties), Hong Kong Island & Islands Development Office (HKI&I DevO), CEDD
Ms LAU Yiu-yan, Joyce	Chief Engineer/Special Projects, HKI&I DevO, CEDD
Ms YAU Man-shan, Doris	Assistant Secretary (Land Supply) 1, DEVB
Mr YIP Yuk-tsang, Steven	Engineer 17 (Special Duties), HKI&I DevO, CEDD
Ms TO Wai-tsz, Isabella	Senior Manager, HKI&I DevO, CEDD

1. The Chairperson welcomed Members to attend the second 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: Confirmation of the Gist of the Last Meeting

2. The last minutes of meeting were confirmed without amendments.

Agenda Item 2: Matters Arising

3. Since the last meeting, the PRP SC Secretariat had invited Members to provide the information on the groups/organisations in which Members took part, as well as on the Lantau-related promotion activities these groups/organisations planned to convene, so that the PRP SC could advise on and provide assistance to these activities. The response received so far was, nevertheless, lukewarm. The Chairperson appealed to Members’ support to provide the said information.

(Translated Version)

Agenda Item 3: Latest Progress of Public Relations and Promotion Activities

(PRP SC Paper No. 01/2017)

4. The Chairperson invited the Secretary to brief on the updated progress of the public relations and promotion activities mentioned in PRP SC Paper No. 01/2017.

5. The views on the photo competition titled “Prequel to Tung Chung New Town Extension” by Members were summarized as follows:

- Collection of entries should commence as early as mid-2017, in a bid to dovetail with the publication of the Sustainable Lantau Blueprint;
- The competition may be categorised into different themes, including landscape, architecture, culture and living, as well as heritage, so that the entries may encapsulate multi-faceted elements; and
- Online platforms and mobile phone apps should be utilised to conduct the promotion activities and competition.

6. In responding, Mr LEE Kui-biu, Robin, Project Manager (Hong Kong Island & Islands) (CEDD), remarked that given the lead time required for the preparation work, it was anticipated that the collection of entries would commence in the third quarter of 2017, as far as the first stage of the photo competition was concerned. CEDD would explore various themes for the photo competition, as well as utilization of the online/mobile platforms for promotion and online voting.

7. PRP SC noted the contents of PRP SC Paper No. 01/2017.

Agenda Item 4: Logo Design Competition for Development and Conservation of Lantau

(PRP SC Paper No. 02/2017)

8. The Chairperson invited the Secretary to brief on the “Logo Design Competition for Development and Conservation of Lantau” (the Competition) mentioned in PRP SC Paper No. 02/2017.

9. In response to the Chairperson’s enquiry, the Secretary said that upon asking the winner to refine the design work, the winning entry of the open group of the Competition would be utilised to promote the concept of “development and conservation of Lantau” on various fronts, such as (i) publicity and promotion materials; (ii) emails and letter paper; (iii) websites; and (iv) the Sustainable Lantau Blueprint, etc..

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10. The suggestions on the Competition by Members were summarized as follows:

- Produce promotion video clips on interviews of the winners explaining the design concepts behind their winning entries, in a bid to promote and disseminate the planning concept in balancing the development and conservation of Lantau. Such video clips may be released on websites and social media;
- Send letters of appreciation to all participants in the name of the event organiser to express gratitude for their support;
- Display the winning entries at the winners' schools and the Asia Expo, in a bid to commend their efforts, as well as promote the concept of development and conservation of Lantau; and
- Consider utilising the logo design in a wider range of promotion and publicity items.

11. Mr LEE Kui-biu, Robin, Project Manager (Hong Kong Island & Islands) (CEDD), concurred and responded that CEDD would follow up on the suggestions.

12. PRP SC noted the contents of Paper No. 02/2017.

Agenda Item 5: AOBs

13. The suggestions on the future promotion strategies on the development and conservation of Lantau by Members were summarized as follows:

- Take part in the relevant exhibition at the Central Waterfront in celebration of the 20th anniversary of the establishment of the HKSAR;
- Make a better use of online platforms or mobile phone apps, such as Facebook, Instagram or Twitter, to promote and publicise the activities in relation to the development and conservation of Lantau or, alternatively, consider engaging media firms to undertake such promotion and communications work; and
- Consider engaging public relations consultants to devise social media strategy on promotion of the development and conservation of Lantau.

14. In responding, Mr CHOW Chit, Joe, Assistant District Officer (Islands)², HAD, remarked that the activities in celebration of the 20th anniversary of the establishment of the HKSAR were scheduled to be held on 25 June 2017. Relevant departments were welcome to approach HAD to borrow part of the venue for the purpose of holding exhibitions on the development and conservation of Lantau.

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15. Mr LEE Kui-biu, Robin, Project Manager (Hong Kong Island & Islands) (CEDD), responded that CEDD would contact HAD to make arrangements for the exhibition and consider devising the social media strategy.

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