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

Date: 12 December 2017 (Tuesday)

Time: 3:00 pm to 5:00 pm

Venue: Conference Room, Sustainable Lantau Office, Civil Engineering and Development Department, 12/F, 1063 King's Road, Quarry Bay, 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 LEE Kui-biu, Robin	Head of the Sustainable Lantau Office, Civil Engineering and Development Department (CEDD)	
Mr WU Kwok-yuen, Jacky	Principal Assistant Secretary (Works)5, Development Bureau (DEVB)	
Mr. LI Ping-wai, Anthony	District Officer (Islands), Home Affairs Department (HAD)	
Ms WONG Yee-man, Connie	Secretariat Press Officer (Development), DEVB	
Mr CHEUNG Kai-cheung, Henry	Senior Engineer/13 (Lantau), CEDD	Secretary

**Co-opted Members**

Mr LUK Hon-man, Benson  
Mr YIP Kam-hung

**Absent with Apologies**

Hon CHAN Han-pan  
Professor HO Kin-chung  
Mr CHENG Wing-shun,  
Vincent

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Mr TING Chi-wai, Roy  
Mr CHAN Chi-kin, Ivan

**In Attendance**

Ms TSE Shuk-yan	Assistant Secretary (Land Supply) <sup>2</sup> , DEVB
Ms KIANG Kam-yin, Ginger	Deputy Head of Sustainable Lantau Office (Planning & Conservation), CEDD
Ms LAU Yiu-yan, Joyce	Chief Engineer/Lantau 3, CEDD
Mr YIP Yuk-tsang, Steven	Engineer/14 (Lantau), CEDD
Ms TO Wai-tsz, Isabella	Senior Manager (Hong Kong Island and Islands), CEDD
Mr AU Sheung-man, Benjamin	Assistant District Officer (Islands) <sup>1</sup> , HAD

1. The Chairperson welcomed Members to attend the third 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 gist of the last meeting was confirmed without amendments.

**Agenda Item 2: Matters Arising**

3. The Secretary reported that there were no matters arising from the gist of the last meeting.

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

(PRP SC Paper No. 03/2017)

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. 03/2017.

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5. Members suggested replacing some of the relatively old publicity banners on Sustainable Lantau Blueprint in Tung Chung. CEDD responded that they would follow up on the Members' suggestion.
6. Members noted the contents of PRP SC Paper No. 03/2017.

**Agenda Item 4: Public Relations and Promotion Plan for 2018**

(PRP SC Paper No. 04/2017)

7. The Chairperson invited the Secretary to brief on the "Public Relations and Promotion Initiatives in 2018" mentioned in PRP SC Paper No. 04/2017.
8. Members enquired about the scope of work of the public relations consultant engaged by the CEDD. Ms LAU Yiu-yan, Joyce, Chief Engineer/Lantau 3, CEDD, responded that the public relations consultant was responsible for formulating the framework of its social media strategy. Based on the consultant's recommendations, CEDD would consider making better use of social media to promote and publicise the development and conservation work under the Sustainable Lantau Blueprint, as well as utilising other internet platforms as appropriate for relevant publicity and promotion activities.
9. Members enquired about the resource allocation of the public relations and promotion initiatives in 2018. The Secretary responded that the budget to be allocated should take into account the nature of individual public relations and promotion work/activities (such as the need for engaging service providers and whether the events were organised jointly with other organisations). Mr LEE Kui-biu, Robin, Head of the Sustainable Lantau Office, CEDD, pointed out that CEDD had already earmarked sufficient funds for the publicity and promotion activities in 2018 listed in the paper (for instance, the award presentation ceremony and roving exhibition of the "Prequel to Tung Chung New Town Extension 2017" Photo Competition, the launching ceremony of the Tung Chung New Town Extension Reclamation and Advance Works, as well as the planting ceremony for the Landscape Improvement Works in Ngong Ping).

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10. Members supported the CEDD's publicity and promotion initiatives, with the following suggestions:

- devising indicators to evaluate the effectiveness of the publicity and promotion work;
- making use of various social network platforms (such as Instagram, etc.) as part of publicity and promotion effort to expand target groups, with a view to fostering public consensus on the development and conservation in Lantau;
- organising and co-organising different types of activities with other organisations and local groups to enhance public understanding of the development and conservation on Lantau;
- reviewing the necessity to use YouTube for publicity and promotion, given that Facebook already had the function of playing videos;
- expressing reservation over the effectiveness of using mascot design in publicity and promotion; and
- expressing reservation over the effectiveness of developing mobile APPs to provide the public with the information on smart mobility and sustainable leisure and recreation in Lantau.

11. Mr LI Ping-wai, Anthony, District Officer (Islands), HAD, remarked that government departments such as the Agriculture, Fisheries and Conservation Department, Environmental Protection Department and Planning Department were taking forward multi-pronged conservation work and suggested that the CEDD should consider joining hands with these departments to publicise and promote government departments' conservation work.

12. Upon consolidating Members' views, the Chairperson proposed that the CEDD and the public relations consultant should follow up on the Members' views on the social media strategies, including devising indicators to evaluate the effectiveness of publicity and promotion work on a regular basis, as well as ensuring that sufficient resources had been earmarked for publicity and promotion activities.

13. Mr LEE Kui-biu, Robin, Head of the Sustainable Lantau Office, CEDD, responded that the CEDD was currently taking a proactive approach to conduct publicity and promotion work on various fronts, for instance, briefing students on the

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importance of sustainable development on Lantau by means of the “Students Education Programme”, as well as collaborating with the Hong Kong Youth Hostels Association the “Ngong Ping Charity Walk 2018” on 14 January 2018 to promote the message of conserving Lantau. He shared the view that the public engagement was essential and his experience of setting up the Task Force on Lantau Conservation (Task Force). Discussions with green groups and locals on various conservation issues were conducted through the Task Force, thereby laying a solid foundation to build mutual trust. He added that the CEDD also planned to invite the members of the Task Force to attend the planting ceremony for Landscape Improvement Works in Ngong Ping. In addition, the CEDD would follow up with the public relations consultant on the suggestions of devising indicators on evaluating effectiveness and making use of different social media platforms.

14. Members noted the contents of PRP SC Paper No. 04/2017.

**Agenda Item 5: Any Other Business**

15. The Secretary played the announcement of public interests (API) on the Sustainable Lantau Blueprint. Members noted the API and gave the following views for reference:

- Additional Lantau’s landmark buildings should be included to highlight the strategic geographical location of Lantau, as well as its status as an international transport hub; and
- The grounds of developing and conserving Lantau should be further highlighted to enhance the public understanding of its significance.

16. The CEDD remarked that they would follow up on Members’ views on the API.

17. The Chairperson expressed gratitude to Members for attending the third PRP SC meeting. There being no other business, the meeting was adjourned at 5:00 pm.