

For information on  
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LanDAC PRP SC  
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**LANTAU DEVELOPMENT ADVISORY COMMITTEE  
PUBLIC RELATIONS AND PROMOTION SUBCOMMITTEE**

**Latest Progress of Public Relations and Promotion Activities**

**PURPOSE**

This paper aims to brief the Public Relations and Promotion Subcommittee (PRP SC) of Lantau Development Advisory Committee (LanDAC) on the latest progress of public relations and promotion activities of Lantau development since last meeting (7 April 2017).

**PUBLIC RELATIONS AND PROMOTION ACTIVITIES**

Promoting the Sustainable Lantau Blueprint

2. The Government promulgated the Sustainable Lantau Blueprint (the Blueprint) on 3 June 2017. The Civil Engineering and Development Department (CEDD) has launched the following publicity activities to promote the Blueprint:

<b>Publicity and Promotion Activities in relation to the Blueprint</b>	
Date:	3 June 2017
Event:	Press conference on the Blueprint
Date:	3 June to 26 August 2017
Event:	Roving exhibitions on the Blueprint
Location:	See <b>Annex I</b>
Date:	3 June 2017
Promotion means:	The Blueprint's website launched for public viewing <a href="http://www.lantau.gov.hk/">http://www.lantau.gov.hk/</a>
Date:	28 June 2017
Promotion means:	Broadcast of television API on the Blueprint
Date:	24 June to 21 July 2017
Promotion means:	Poster advertisements at concourse and trackside panels
Location:	MTR Tung Chung Station and Olympic Station

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Date:	26 June to 25 July 2017
Event:	Briefing to District Councils on the Blueprint
Location:	See <b>Annex II</b>
Date:	9 August 2017
Event:	Briefing session on the Blueprint held in Mui Wo
Location:	Mui Wo Recreation Centre, 60 Mui Wo Rural Committee Road
Outline:	CEDD sent invitation letters to about 4 000 households in South Lantau. Over 200 members of the public attended the briefing.
Date:	6 September 2017
Event:	Briefing session on the Blueprint
Location:	Headquarters, the Hong Kong Institute of Engineers
Date:	16 September 2017
Event:	Briefing session on the Blueprint held in Tung Chung
Location:	HKFEW Wong Cho Bau Secondary School in Fu Tung Estate, Tung Chung
Outline:	CEDD sent invitation letters to about 31 000 households in Tung Chung. Over 190 members of the public attended the briefing.
Date:	23 September 2017
Event:	Briefing session on the Blueprint held in Discovery Bay
Location:	SKH Wai Lun Primary School in Area 13, Discovery Bay
Outline:	CEDD sent invitation letters to about 8 000 households in Discovery Bay. Over 50 members of the public attended the briefing.
Date:	11 September 2017 to 28 February 2018
Promotion means:	Publicity banners in relation to the Blueprint
Location:	Various places in Lantau
Date:	10 November 2017
Event:	Briefing on the Blueprint to the students of the City University of Hong Kong (CityU)
Location:	Lecture Theatre 4, Yeung Kin Man Academic Building, CityU

“Capture and Experience Tung Chung – Prequel to Tung Chung New Town Extension 2017” Photo Competition

3. The “Capture and Experience Tung Chung – Prequel to Tung Chung New Town Extension 2017” Photo Competition, organised by CEDD, commenced on 25 September 2017, with the submission deadline on 25 October 2017. The public response to the competition was overwhelming and the organiser received over 500 entries in total.

4. The competition aimed at witnessing and capturing the evolution of Tung Chung from the perspective of members of the public. The competition was divided into an Open Group and a Student Group. There were two

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themes, namely “Landscape, Architecture and Heritage” and “Culture and Living” under each Group. Members of the public were invited to record by photographs the daily life of Tung Chung residents, natural landscape, special and historical buildings as well as heritage in Tung Chung before the new town extension.

5. CEDD launched a competition website to facilitate the online enrolment, submission and voting by the public. To enhance the effectiveness of promotion and publicity campaigns, CEDD launched the Facebook and Instagram pages for the competition to promulgate the latest news and publicity messages regarding the competition on a regular basis. Members of the public could also vote online for “My Favourite Photo” on the competition website from 1 to 30 November. Competition results will be released on 19 January 2018. The winning entries will be displayed in roving exhibitions in due course.

**CONCLUSION**

6. Members are invited to note the latest progress of the public relations and promotion activities on Lantau development.

The Secretariat  
Public Relations and Promotion Subcommittee  
Lantau Development Advisory Committee  
December 2017

**Roving Exhibition on the Blueprint**

	Location	Date
1.	AsiaWorld Expo Level 1	5 June – 26 August 2017
2.	City Gallery 4/F	3 June – 16 June 2017
3.	Central Pier No. 6	17 June – 25 June 2017
4.	Central Pier No. 3	26 June – 2 July 2017
5.	Wan Chai Revenue Tower	3 July – 7 July 2017
6.	Lai Shuk Ying Memorial Plaza at Yat Tung Estate	8 July – 13 July 2017
7.	Skyline Gateway at Tung Chung	14 July – 23 July 2017
8.	Tsuen Wan Government Offices	24 July – 30 July 2017
9.	North Point Government Offices	31 July – 6 August 2017
10.	Exhibition Hall, Energizing Kowloon East Office	7 August – 13 August 2017
11.	Cheung Sha Wan Government Offices	14 August – 18 August 2017
12.	Sha Tin Government Offices	21 August – 25 August 2017
13.	Civil Engineering and Development Building	5 June – 26 August 2017

**Briefing to District Councils on the Blueprint**

	Location	Date
1.	Islands District Council	26 June 2017
2.	Central and Western District Council	6 July 2017
3.	Kwai Tsing District Council	13 July 2017
4.	Tsuen Wan District Council	25 July 2017