

For discussion on  
29 July 2016

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

**Promotion Activities for Lantau Development and Conservation**

**PURPOSE**

This paper aims to put forward proposals on promotion activities for the development and conservation of Lantau to the Public Relations and Promotion Subcommittee (Subcommittee) of the Lantau Development Advisory Committee (LanDAC) for discussion.

**PROMOTION ACTIVITIES**

2. Members of the Public Relation and Engagement Subcommittee had a preliminary discussion on the proposed promotion activities at the meeting on 17 November 2015. It was suggested that the relevant promotion activities should be led, organised or supported by the LanDAC.

3. We hope that through the promotion activities, the public can understand the principle of balance between Lantau development and conservation and the content of the related works, as well as the importance of related development to Lantau and even Hong Kong's overall long-term strategic growth and sustainable development. We had the initial suggestions of holding or participating in the following three activities:

Brand Logo Design Competition for the "Development and Conservation of Lantau"

4. The proposed design competition aims to invite the public to design a brand logo for the planning vision for Lantau Development, i.e. "balancing and enhancing development and conservation, with a view to developing Lantau into a smart and low-carbon community for living, work, business, leisure and study" proposed by the LanDAC in January this year in a bid to raise public awareness of the development and conservation of Lantau. At the same time, it is hoped that the competition will encourage and recognise original design and creativity of local talent.

5. The winning entry of the design competition can be adopted as the brand logo of the Blueprint for Lantau Development and Conservation to be used in future promotion. We will engage consultants to assist in implementing the competition.

**(Translated Version)**

Silvermine Bay Beach Music Festival

6. The Silvermine Bay Beach Music Festival is a major outdoor music event in Hong Kong which is co-organised by the Islands Youth Association, the Mui Wo Rural Committee and the Hong Kong Outlying Islands Women's Association. This event aims to promote original music of Hong Kong and transform Mui Wo into a hotspot of music and culture. The organisers will set up designated interactive music zones at various points in Mui Wo to enable the public to feel the charm of music upon their first steps on Mui Wo. Apart from attracting local citizens, the event can also attract the Mainland as well as overseas visitors and will become a highlight of Hong Kong's tourism.

7. We hope that Lantau can be promoted as a visiting spot for leisure through the Silvermine Bay Beach Music Festival. We suggest that the LanDAC can act as a supporting organisation to work with the organisers of the Silvermine Bay Beach Music Festival.

Photo Competition of Tung Chung New Town Extension (TCNTE)

8. We will organise photo competitions with different themes in phases based on the progress of the TCNTE and the public will be invited to record by photos the city evolution of Tung Chung according to the TCNTE. The theme of the first phase photo competition will be "Outlook before the TCNTE". Topics may include Tung Chung's topography, ecological habitat, animal and plant, community environment, etc. It is expected that collection of photo works will commence in the second quarter of 2017.

9. The Civil Engineering and Development Department is the organiser of the photo competition. We hope that the evolution of Tung Chung New Town during the extension can be recorded through this photo competition and the winning photos will be displayed on different platforms, including exhibition centres and webpages. We also consider recording the evolution of Tung Chung New Town during the extension process in a book of remembrance upon the completion of the entire project.

**ADVICE SOUGHT**

10. Members are invited to give their views on the above proposed promotion activities and put forward other proposals for discussion by the Subcommittee.

**Civil Engineering and Development Department**  
**July 2016**