

LANTAU DEVELOPMENT ADVISORY COMMITTEE

Public Relations and Promotion Subcommittee Progress Report

PURPOSE

This paper aims to report to the Lantau Development Advisory Committee (LanDAC) on the work progress of the Public Relations and Promotion Subcommittee (PRP SC).

WORK PROGRESS

2. The PRP SC held the second meeting on 7 April 2017.
3. The PRP SC noted the latest progress of public relations and promotion activities for Lantau development (**PRP SC Paper No. 01/2017**), including Silvermine Bay Beach Music Festival 2016, Logo Design Competition for “Development and Conservation of Lantau”, and a photo competition with the theme of “Outlook before the Tung Chung New Town Extension”. Members suggested that the photo competition should have different groups with different themes.
4. The PRP SC noted that the Logo Design Competition for “Development and Conservation of Lantau” organised by the Civil Engineering and Development Department (CEDD) was completed. The competition consisted of an Open Group and a Student Group. The competition was well received by the public with more than 300 entries collected in total. The participants expressed their aspiration for future Lantau in different styles. The ideas of the winning entries were creative which fully reflected the planning vision of “balancing development and conservation” in Lantau. The winning entries in the Open Group would be used in the publicity activities and promotion materials of Lantau’s development and conservation.
5. For the Logo Design Competition, members suggested that the organiser should issue thank you letter to all participants, and the winning entries should be exhibited at the schools of the winners of the Student Group and Asia World-Expo, so as to praise the winners and promote balancing development and conservation in Lantau. Besides, members suggested producing videos to introduce the design concepts of the winning entries.

(Translated Version)

6. For the promotion strategies of balancing development and conservation in Lantau, members suggested participating in the exhibition of Celebration of the 20th Anniversary of Establishment of the Hong Kong Special Administrative Region to be held in Central in end June, and engaging a public relations consultant to work out a social media strategy for the development and conservation of Lantau.

7. The CEDD has followed up the views of members, and will report at the next PRP SC meeting.

CONCLUSION

8. Members are invited to note and offer their views on the work progress of the PRP SC.

**Secretariat of Public Relations and Promotion Subcommittee
Lantau Development Advisory Committee
June 2017**