

For information on
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LanDAC Paper No. 07/2016

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 and work plan of the Public Relations and Promotion Subcommittee (PRP SC).

INTRODUCTION

2. The PRP SC, set up in June 2016, is one of the three Subcommittees under the second term of the LanDAC. The terms of reference are: to support the LanDAC in formulating consultation strategy and, if required, participating in consultations to promote engagement of the public and local communities, enhance public understanding and build consensus on the strategy and various proposals for developing Lantau; and to support the LanDAC and the other Subcommittees in the formulation of various public relations and promotion proposals for facilitating the implementation of proposals in developing Lantau into a smart and low-carbon community for living, work, business, leisure and study.

WORK PROGRESS

3. The PRP SC held the 1st meeting on 29 July 2016.

4. The PRP SC endorsed its terms of reference, house rules and system of declaration of interests (**PRP SC Paper No. 01/2016**). Except for the meeting frequency, the PRP SC adopts the same house rules of the LanDAC, including the measures on enhancement of transparency, system of declaration of interests and rules on confidentiality, etc.

(Translated Version)

5. The PRP SC noted the latest progress of the public relations and promotion activities for “Lantau Development” (**PRP SC Paper No. 02/2016**), including an overview of the public engagement (PE) exercise for Lantau Development and promotion activities following the PE exercise.

6. The PRP SC also endorsed the proposed promotion activities (**PRP SC Paper No. 03/2016**), including logo design competition, photo competition of Tung Chung New Town Extension and Silvermine Bay Beach Music Festival, which are summarized as follows:

(1) “Development and Conservation of Lantau – Logo Design Competition”

The Civil Engineering and Development Department (CEDD) will announce the details of the “Development and Conservation of Lantau – Logo Design Competition” on 7 November 2016 to invite public participation. The competition aims to collect innovative logo designs so as to convey the message of balancing development and conservation of Lantau. The competition is divided into two groups, namely Student Group and Open Group. The winning entries may be used in publicity and promotion activities for development and conservation of Lantau. The deadline for submission is 9 December 2016, and the results are expected to be announced in early 2017.

(2) Photo Competition of Tung Chung New Town Extension (TCNTE)

The CEDD will organise photo competitions with different themes in phases based on the progress of the TCNTE. The public will be invited to record by photos the city evolution of Tung Chung in the course of new town extension. The theme of the first stage photo competition will be “Outlook before the TCNTE”. Topics may include Tung Chung’s landscape, ecological habitat, animal and plant, community environment, etc. It is expected that collection of photo works will commence in the second quarter of 2017.

(3) Silvermine Bay Beach Music Festival

The Silvermine Bay Beach Music Festival was held at the Silvermine Bay Beach in Mui Wo from 22 to 23 October 2016. The event was free of charge and open to public, in which designated interactive music zones were set up at various locations in Mui Wo, to share music with the public and visitors. As a supporting organisation, the LanDAC worked with the organisers of the music festival to promote Lantau as a visiting spot for leisure.

WORK PLAN

7. The Secretariat of the PRP SC will coordinate with affiliated publicity exchange platforms and social networks so that members of LanDAC and/or each Subcommittee, together with government departments, can participate in relevant activities, with a view to promoting the concept of balancing development and conservation of Lantau.

CONCLUSION

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

Civil Engineering and Development Department
October 2016