

For information on
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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 third meeting on 12 December 2017.
3. The PRP SC noted the latest position of the public relations and promotion activities (**PRP SC Paper No. 03/2017**). SC Members remarked that some publicity banners on the Sustainable Lantau Blueprint displayed in Tung Chung were rather old and suggested replacement. The Civil Engineering and Development Department (CEDD) would follow up the suggestion.
4. The PRP SC noted the public relations and promotion plan for 2018 proposed by CEDD (**PRP SC Paper No. 04/2017**). SC Members made a number of suggestions for the public relations and promotion plan, including devising indicators for regular evaluation of the effectiveness of publicity and promotion activities, expanding the target audience groups by means of different social media platforms, as well as organising and co-organising different types of activities with other organisations and local groups to enhance the public awareness of development and conservation of Lantau. CEDD remarked that they would work with the public relations consultants to follow up the suggestions, including devising indicators, making better use of

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social media platforms, as well as actively organising and co-organising suitable activities to promote the importance of sustainable development and conservation of Lantau in a diversified manner. For instance, CEDD would collaborate with the Hong Kong Youth Hostels Association to promote the message of conserving Lantau in “Ngong Ping Charity Walk 2018” to be organised on 14 January 2018.

CONCLUSION

5. 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
January 2018**