

Country and Marine Parks Board
Summary Report of the Public Relations Committee

1. Purpose

1.1 To inform members of issues discussed at the Public Relations Committee meeting held on 25 October 2011. Major issues discussed at the meeting are summarised below.

2. Publicity and Media Coverage

2.1 Members were briefed on the publicity and media coverage on country and marine parks for the period from 1 June to 18 October 2011. Various promotional and public educational activities held in country parks, the Wetland Park, marine parks and the Geopark, and issues such as country park enclaves, the alleged use of bright light by visitors to harm fireflies, and the public consultation on Hong Kong International Airport Master Plan 2030 had been covered.

2.2 The Chairman enquired about the publicity and conservation of the Geopark. Members were informed that the Agriculture, Fisheries and Conservation Department (AFCD) had begun promoting the Geopark before its opening. Promotion activities included the broadcast of television announcements of Geopark safety guidelines, and promotion and conservation of geosites, publishing books on geosites and conservation, and the implementation of the Recommended Geopark Guide System, etc. The Department had also stepped up the patrol of geosites, called on visitors not to damage geosites and might prosecute visitors for any violations.

2.3 A member commended the Department for the publicity work, especially “ecosystem close-up” and “profile interview”. She suggested the Department make arrangements to do more “profile interviews”, in particular “work snapshots” of frontline staff. Members were informed that the AFCD Information Unit would do their best to arrange for more interviews.

2.4 A member suggested giving students and the public an introduction to the Hong Kong Geopark. Members were informed that apart from having a Geopark Visitor Centre in the Lions Nature Education Centre in Tsiu Hang, Sai Kung, there was a rock trail formed by rock specimens collected from other Geoparks, giving students

and the public an overview of rocks in Geopark. The Department would also organise school visits and educational activities such as Geo-tours to bring knowledge of Geopark to schools.

2.5 A member suggested adding more interesting elements to the promotion of Geopark. Members were informed that, apart from introducing the geological elements, the Department would include elements of humanities, history and conservation in promoting sustainable development and tourism.

3. “Great Outdoors Hong Kong!” Programme

3.1 Members were briefed on the “Great Outdoors Hong Kong!” Programme. They were informed that the event aimed at showcasing to the general public and visitors the stunning landscape and unique hiking experience in Hong Kong. AFCD and the Hong Kong Tourism Board (HKTB) had continued to co-organise this hiking event during November and December 2011. Hiking trails covered in the event included MacLehose Trail Stage 1 & 2, Dragon’s Back on Hong Kong Island, Shing Mun to Tai Po, and Tung Chung to Tai O.

3.2 The Chairman enquired about publicity for overseas tourists. Members were informed that the publicity work was mainly taken up by HKTB’s overseas office, targeting mostly tourists from Japan, Korea and the Mainland. Besides, HKTB would have local travel agencies help attract visitors to join dedicated tours in hotels and all such tours were fully patronised every year.

4. Country and Marine Parks Authority Progress Report

4.1 The Country and Marine Parks Authority Progress Report covering the period from 1 May to 30 September 2011 was presented at the meeting. Members noted the contents of the report.

5. Presentation

5.1 This paper is prepared for members’ information.

Country and Marine Parks Authority
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