

**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 9 June 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 8 February to 31 May 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 judicial review on Hong Kong's Environmental Impact Assessment Reports of the Hong Kong-Zhuhai-Macao Bridge, and the felling of incense trees on Lantau Island had been covered.

2.2 The Chairman enquired about the partnership of a Hong Kong hotel with the Hong Kong National Geopark. Members were informed that the Agriculture, Fisheries and Conservation Department (AFCD) welcomed the partnership in setting up the Hong Kong National Geopark Hotel in promotion of the Geopark.

**3. "Nature in Touch 2011" Country Parks Education Programme**

3.1 Members were briefed on the "Nature in Touch 2011" Country Parks Education Programme. They were informed that the target audience included primary and secondary school students, the general public, and visitors to Hong Kong. The Programme included school educational activities, public educational activities, competitions, public activities, and roving exhibitions.

3.2 A member enquired about AFCD's manpower in implementing activities of the Programme. Members were informed that the public educational activities would be held mainly on Sundays and public holidays due to higher participation rate of volunteers. Therefore, demand for staff resources was not great. AFCD would deploy

its staff or engage contractors in implementing educational activities at schools as far as possible.

3.3 A member suggested that AFCD consider arranging educational guided tours at other geo visitor centres besides Ma Shi Chau. AFCD could also consider organising “Nature in Touch” activities jointly with other organisations in venues like the Youth Square in Chai Wan and the Wishing Tree. Members were informed that AFCD would discuss and follow up the proposal with the member concerned.

#### **4. Progress Report on Country Park Mobile Apps**

4.1 Members were briefed on the progress report on country park mobile apps. They were informed that the scheme aimed at strengthening the dissemination of appropriate information to Hong Kong residents and overseas tourists when they enjoyed hiking or tour activities in our country parks and Hong Kong National Geopark.

4.2 A member enquired about the monthly figures of downloading the “Enjoy Hiking” mobile apps for the first time. Members were informed that the figures concerned were yet to meet AFCD’s target because the peak hiking season had ended in December 2010. But the figures of March to April 2011 showed that these apps had become more and more popular. As such, AFCD had distributed promotional posters on “Hong Kong Country Park Mobile Apps” in May and put up signage at the entrances of hiking trails to let tourists know that they could pick up information and location maps of the trails in the apps. AFCD envisaged that the download figures would be on the rise with the coming of hiking season.

#### **5. Country and Marine Parks Authority Progress Report**

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

5.2 A member proposed that AFCD might cooperate with the Fire Safety Committees of New Territories to promote hill fire prevention. Members were informed that the proposal would be considered.

5.3 A member suggested AFCD providing the average number of hill fires in the same month in the last 5 years instead of the number of hill fires in the same month of the previous year. Members were informed that the proposal would be considered.

5.4 A member enquired about the safety of country park visitors. Members were informed that country park rangers of AFCD would patrol the countryside frequently to ensure visitors' safety. Also, AFCD has been actively promoting countryside safety. Visitors were reminded to observe their own safety by using the facilities and footpaths provided and maintained by AFCD and refraining from densely wooded areas and rock climbing.

## **6. Presentation**

6.1 This paper is prepared for members' information.

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