

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

1. Purpose

1.1 To inform members on issues discussed at the Public Relations Committee meeting held on 27 March 2015. Major issues discussed at the meeting are summarised below.

2. Country Parks Education Programme 2015 – 16

2.1 Members were briefed on the details of the Country Parks Education Programme 2015 – 16. They were informed that the programme fell into 4 types, namely: (1) school educational activities; (2) public educational activities; (3) volunteers services; and (4) special programmes/activities as well as publicity and promotional activities. School educational activities included outdoor experience activities, school visits and country parks day camps. Public educational activities included guided tour services at visitor centres or nature education centres, guided tours, visitor centres workshops and “Nature in Touch” Game Booths. Volunteers services included the country parks volunteer scheme, and the hiking and patrol partnership scheme. Special programmes/activities as well as publicity and promotional activities included the Country Parks Hiking and Planting Day 2015, the Country Park Visitor Centre Family Day, the Red Leaves Festival at Tai Tong, thematic activities at Lantau Country Park and the Country Parks Waste Reduction Campaign.

3. Publicity and Media Coverage

3.1 Members were briefed on the promotional and educational activities on country and marine parks for the period from 1 October 2014 to 13 March 2015, including the Country Parks Waste Reduction Campaign, the TV current affairs programmes discussing the litter problem in country parks, the “Black Diamond” mountain bike trail at Tai Lam, the Country Parks Hiking and Planting Day, the successful conclusion of the Hong Kong Underwater Photo and Video Competition 2014, and the findings of the “Hong Kong Reef Check 2014”. Various topics, such as the Chief Executive’s announcement in his Policy Address of the management of

country park enclaves and the implementation of the Sai Wan Management Plan with an innovative mindset; the cutting down of trees in protest by Tung Ping Chau villagers to urge exclusion of private land from a country park; and the green groups' doubts as to the comprehensiveness of the Reef Check, had also been covered by the media.

3.2 Members discussed and commented on the litter problem in country parks. Among others, they suggested the AFCD appeal to schools to convey the message of taking litter home after hiking to their students. Their comments would be considered.

4. Presentation

4.1 This paper is prepared for members' information.

Country and Marine Parks Authority
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