

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 7 June 2013. Major issues discussed at the meeting are summarised below.

2. Publicity and Media Coverage

2.1 Members were briefed on the promotional and educational activities on country and marine parks for the period from 6 February to 31 May 2013, including the protection of Mother Nature by country parks volunteers, exclusive interviews with a Senior Artisan of country parks and with Country and Marine Parks Board member Mr TANG King-shing on his guided rock tours, planting of native trees in country parks, newspaper features on the Ngong Ping Fun Trail and the Pok Fu Lam Family Walk, opening of the new section of Ho Pui Section Mountain Bike Trail in Tai Lam Country Park, Country Parks Hiking and Planting Day, dedicated coverage on the free enjoyment of scenery in Hong Kong country parks by a Mainland newspaper, thematic programme on “The Flying Beauties”, and Hong Kong’s hosting of the Workshop for Geopark Managers. Various topics, such as the green groups’ concern over the impact of reclamation works on dolphin ecology, food poisoning of hikers after eating wild mushrooms, preparation work for the revalidation of the geopark, and the judicial review to be filed by villagers on the inclusion of the country park enclave of Sai Wan in a country park, had also been covered by the media.

3. Report on Country Parks Visitor Survey 2012

3.1 Members were briefed on the details of the report on Country Parks Visitor Survey 2012. They were informed that the scope of the programme covered the following areas: (1) review the counting mechanism on country parks visitor statistics and identify areas for improvements; (2) review previous visitor survey reports and devise the methodology for the 2012 visitor survey; (3) carry out on-site surveys with visitors (with not less than 4 000 questionnaires distributed) during two specified periods (November and December) at designated locations in 27 country parks, special

areas and the geopark; and (4) collate and analyse the data collected from the questionnaires and compile a report to provide timely data and information to facilitate the planning and management of country parks.

3.2 A member suggested that hiking groups be invited to join the educational activities in country parks. Members were informed that the AFCD had implemented the Country Parks Hiking Group Patrol Scheme jointly with the Hong Kong Hiking Association, China since March to April 2013, under which hiking groups would assist in patrolling country parks facilities and cleaning up hiking trails while enjoying the fun of hiking as well as submitting patrol reports to the AFCD for follow-up actions. The AFCD would also arrange for the leaders and important members of newly recruited hiking groups to attend training courses and seminars.

4. “Nature in Touch 2013” Country Parks Education Programme

4.1 Members were briefed on the details of the “Nature in Touch 2013” Country Parks Education Programme. They were informed that the target participants included students at pre-primary to secondary levels, members of the public and visitors to Hong Kong, and that the Programme aimed to: (1) promote nature appreciation through activities in country parks; (2) encourage local students to gain outdoor learning experiences; and (3) enhance awareness of nature conservation in our country parks among members of the public and visitors to Hong Kong. The activities organised under the Programme fell into four types, namely: (1) school educational activities; (2) public educational activities; (3) competitions; and (4) other publicity and promotional activities.

5. Country and Marine Parks Authority Progress Report

5.1 The Country and Marine Parks Authority Progress Report covering the period from 1 January to 30 April 2013 was presented at the meeting. Members noted the contents of the report.

6. Presentation

6.1 This paper is prepared for members’ information.

Country and Marine Parks Authority
September 2013