

**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 15 June 2012. 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 13 February to 3 June 2012, including the press event on “Transforming Recycled Timber into Country Park Facilities”, opening of the Tin Fu Tsai North Section Mountain Bike Trail in Tai Lam Country Park, “Country Parks Reporters” Competition, “Country Parks Tree Walks” mobile application, Hiking and Planting Day, opening of the Woodside Biodiversity Education Centre, and Hong Kong Geopark’s signing of the sixth sister arrangement. Various topics, such as the unlawful occupation of Tai Tong Lychee Valley in Yuen Long, Lands Department’s re-entry of lots in Ma Shi Chau, development of Sha Tau Kok, and the proposed designation of Robin’s Nest as the 25th country park, had also been covered by the media.

2.2 The Chairman asked how the Department would bring its vigorous inspection and enforcement efforts in country parks to the attention of the general public by means of publicity. Members were informed that the Department had maintained communication with the media to brief them on its follow-up work. Through media coverage, members of the public could know what the Department had done to deal with irregularities found in country parks.

2.3 A member suggested that AFCD should consider introducing a country parks ambassador programme to assist in patrolling country parks and reporting problems identified. Members were informed that the patrol work had already been incorporated in the country parks volunteer service. Together with the hiking team, AFCD had arranged patrols along fixed hiking routes and put in place a reporting mechanism. In addition, country park visitors might report to AFCD the location and details of an

incident via 1823, by fax or email so that AFCD could follow up the matter as soon as possible.

### **3. Marine Parks Ambassador Programme**

3.1 Members were briefed on the Marine Parks Ambassador Programme. They were informed that the programme aimed at providing a platform for those with interest and passion for marine parks conservation to join different marine park activities. Through their promotional work, messages of conserving marine parks and the environment could be further disseminated to members of the public. The programme was composed of three major elements: training, services and awards. Ambassadors were encouraged to learn, implement and promote marine conservation through these three elements. The programme mainly targeted at university and tertiary students. Since the launching of the programme in 2005, a total of 381 Marine Parks Ambassadors had received training and 40 training sessions and visits had been arranged. As for the ambassador services, 142 activities had been organised attracting a turnout of 1 079 people and a total of 5 965 service hours were accumulated.

3.2 A member asked how members of the public, schools or organisations could participate in AFCD's coastal cleanup activities. Members were informed that members of the public, schools or organisations could enquire about and sign up for the coastal cleanup via AFCD's website or telephone. AFCD would consider their applications with regard to the numbers of participants, nature of organisations and timing, and identify suitable marine parks for cleanup.

### **4. Report on "Country Parks Tree Walks" Mobile Application and Production of New Publication**

4.1 Members were briefed on the progress of the "Country Parks Tree Walks" mobile application and the production of the new publication "Country Parks Tree Walks". They were informed that AFCD had launched a brand-new "Country Parks Tree Walks" mobile application this April with a view to promoting tree conservation in country parks. Information about country parks tree walks could be conveyed to members of the public through different platforms of mobile phones or tablets to enhance public awareness of tree conservation. Meanwhile, AFCD had also produced a new publication "Country Parks Tree Walks", which featured different tree walks in country parks, for non-users of smart phones or tablets and avid readers.

## **5. Report on Exhibit Recovery in Shing Mun Country Park Visitor Centre**

5.1 Members were briefed on the progress of the exhibit recovery exercise in Shing Mun Country Park Visitor Centre and the updates of various educational activities after the re-opening of the centre. They were informed that an exhibit recovery exercise had taken place in Shing Mun Country Park Visitor Centre from November 2011 to June 2012, and an array of new educational activities had been designed in accordance with the contents of the exhibition concerned. Presented in an interesting and interactive way, the exhibition showcased the history, geology, topography, as well as the diversified habitats, wild flora and fauna of Shing Mun Country Park. Through this multi-facet and interactive learning platform, students and members of the public would understand the importance of conserving our countryside.

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

6.1 The Country and Marine Parks Authority Progress Report covering the period from 1 January to 30 April 2012 was presented at the meeting. Members noted the contents of the report.

## **7. Presentation**

7.1 This paper is prepared for members' information.

Country and Marine Parks Authority  
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