

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 5 November 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 1 June to 19 October 2013, mainly including the re-opening of the Tai Mo Shan Country Park Visitor Centre, volunteers from the Country Parks Volunteer Scheme interviewed by television, exclusive interviews on common snake species at the countryside and Reef Check and corals in Hong Kong waters, newspaper features on the local biodiversity, reminding people to observe fire safety during Mid Autumn Festival and Chung Yeung Festival, announcement of the results of Hong Kong Underwater Photo and Video Competition, and the visit to Hong Kong Global Geopark by Mainland radio stations. Various topics, such as the conservation and development in the country parks, the country park enclaves of Sai Wan, Kam Shan and Yuen Tun, and the country park designation of Robin's Nest, had also been covered by the media.

3. "Nature in Touch 2013" - Country Parks Education Programme

3.1 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, and members of the public, 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 students and members of the public. The activities organised under the Programme fell into four types, namely: (1) school educational activities; (2) public educational activities; (3) competitions; and (4) specific activities as well as other publicity and promotional activities.

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 31 August 2013 was presented at the meeting. Members noted the contents of the report.

4.2 Members unanimously agreed to cancel the submission of the Country and Marine Parks Authority Progress Report. AFCD could submit the Country and Marine Parks Authority Progress Report (Progress Report) that had been presented at the earlier Country and Marine Parks Board meeting for members' information. Should special events occur after the period of the Progress Report, AFCD would report these events at the forthcoming meeting of the Public Relations Committee.

5. Presentation

5.1 This paper is prepared for members' information.

Country and Marine Parks Authority
February 2014