

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 22 February 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 October 2012 to 5 February 2013, including the “Nature in Touch 2012” Country Parks Education Programme, newspaper feature on the Hong Kong Herbarium, interview with volunteers from the Country Parks Volunteer Scheme, digital broadcasting programme “Sound of Nature” by Radio Television Hong Kong, Bird Watching Festival, Hong Kong Underwater Photo and Video Competition, Reef Check 2012, and the first Hong Kong Global Geopark of China Roundtable Conference. Various topics, such as the illegal excavation and destruction of wetland at Pak Sha O, rejection of the proposed zipline tour at Ngong Ping and its intended re-application, as well as the controversies over the ecological damage caused by the rehabilitation at Yi O, had also been covered by the media.

3. Country Parks “Hiking and Planting Day 2013” Programme

3.1 Members were briefed on the details of the Country Parks “Hiking and Planting Day 2013” Programme. They were informed that this year’s events would take place respectively at Nei Lak Shan in Lantau North Country Park (14 April), Tai Lam Chung in Tai Lam Country Park (28 April), and Luk Chau Shan in Ma On Shan Country Park (5 May). Each of the events would be held from 9:00 am to 2:00 pm. On each occasion, the AFCD would provide the 1 000 or so participants with 1 500 to 2 000 seedlings and tree planting tools, and arrange for Country Parks Volunteers to give guidance during the activity.

3.2 A member asked about the safety of participants during the tree planting events. Members were informed that the AFCD attached great importance to the participants' safety. Apart from arranging for Country Parks Volunteers to provide assistance to participants along the routes, the AFCD would also set up First Aid stops. Country park wardens generally had elementary first aid knowledge and could provide basic first aid services in a timely manner. The AFCD exercised caution in selecting the venues and routes each time and would only choose well-maintained trails. Large groups of people could be accommodated on the three hiking routes selected this year, where large-scale hiking events had been held previously. In case the journey ahead was tough and demanding, the AFCD would remind participants to slow down and take rest.

4. Country and Marine Parks Authority Progress Report

4.1 The Country and Marine Parks Authority Progress Report covering the period from 1 September to 31 December 2012 was presented at the meeting. Members noted the contents of the report.

5. Presentation

5.1 This paper is prepared for members' information.

Country and Marine Parks Authority
April 2013