

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 (PRC) meeting held on 3 March 2014. Major issues discussed at the meeting are summarised below.

2. Country Parks Education Programme 2014-15

2.1 Members were briefed on the details of the Country Parks Education Programme 2014-15. 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) volunteers services; and (4) events as well as other publicity and promotional activities.

2.2 Members discussed and commented on activities and training for volunteers, roving exhibitions, the Hiking and Planting Day, and the Hiking Patrol Partnership Scheme, etc. Their comments would be carefully considered.

2.3 The Chairman suggested that AFCD should identify an annual theme for the country parks activity programme, so that the Committee could organise related promotional activities with a view to developing a brand for the country parks.

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 20 October 2013 to 21 February 2014, including “Nature in Touch 2013”, newspaper and radio interviews of fire safety officers and front line staff of country parks, newspaper supplements on the Tai Tong

Barbecue Area in the Tai Lam Country Park and the Tai Hang Tun Barbecue Area in Clearwater Bay, two TV episodes in relation to the fire look-out at Tai Mo Shan and the Cape D'Aguilar Marine Reserve, the announcement of the Reef Check Results 2013, and the knowledge sharing workshop for Asia Pacific Geopark managers, etc. Various topics, such as criticism by the Audit Commission about insufficient countryside protection by AFCD, closure of Sai Wan Village, conservation and development of country parks, investigation by the Ombudsman on the management of permitted burial grounds, and the hill fire incident at Pat Sin Leng, etc. had also been covered by the media.

4. Country and Marine Parks Authority Progress Report

4.1 The Country and Marine Parks Authority Progress Report covering the period from 1 August 2013 to 31 December 2013 was presented at the Country and Parks Board meeting held on 24 February 2014. Members noted the contents of the report.

5. Presentation

5.1 This paper is prepared for members' information.

Country and Marine Parks Authority
June 2014