

**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 19 October 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 4 June to 5 October 2012, including the re-opening of the Shing Mun Country Park Visitor Centre after renovation, management of hiking trails in country parks, follow-up reporting on the Woodside Biodiversity Education Centre, the Radio Television Hong Kong's programmes on hiking trails, the thematic programme "Bouncy Wetlands", the returning of two hawksbill turtles to sea, the Hong Kong Underwater Photo and Video Competition, and the feature on the Hong Kong Global Geopark of China in the "Hong Kong 15 Years" series by the China Central Television. Various topics, such as the death of two young people in flash floods, temporary closure of some hiking trails due to Typhoon Vicente, the dispersal of 150 tonnes of plastic pellets in Hong Kong waters following Typhoon Vicente, the incorporation of Tai Long Sai Wan into a country park, and the issue of some hiking routes being affected by the road closure made by Tung Ping Chau villagers, had also been covered by the media.

2.2 The Chairman asked how the Agriculture, Fisheries and Conservation Department (AFCD) would handle the public views expressed during the 60-day period from the gazettal of the proposed designation of the country park enclaves (enclaves) of Tai Long Sai Wan, Kam Shan and Yuen Tun into the respective country parks. Members were informed that the community and public opinion were generally in favour of the proposal. The AFCD would also keep in view objections expressed during the period.

2.3 A member suggested that in future the AFCD should arrange for the media to report on the historic background of the enclaves concerned and the justification for incorporating them into specific country parks so as to secure public support for the proposed incorporation before the gazettal. Members were informed that the AFCD would take into consideration the member's suggestion.

**3. "Nature in Touch 2012" – Country Parks Education Programme**

3.1 Members were briefed on the objectives, details, promotion strategies and timetable of the Programme. They were informed that the Programme aimed to promote nature appreciation through activities in country parks, encourage local secondary and primary students to gain outdoor learning experience, and enhance

awareness of nature conservation in our country parks among members of the public and visitors to Hong Kong.

#### **4. "2012 Great Outdoors Hong Kong" and Hiking Safety Promotion Programme**

4.1 Members were briefed on the objectives, details and promotion strategies of the Programme. They were informed that the AFCD, the Friends of the Country Parks and the Hong Kong Tourism Board joined hands again this year to organise the "2012 Great Outdoors Hong Kong" hiking event in November and December 2012 to showcase to the general public and visitors the stunning landscape and unique hiking experience in Hong Kong. While enjoying the amazing landscape in the countryside, participants could learn more about our country parks through various interpretation stops, thereby realising the importance of nature protection. The AFCD had also collaborated with the Radio Television Hong Kong and the Civil Aid Service in introducing various programmes to promote hiking and knowledge about hiking safety.

#### **5. Country Parks Visitors Survey Programme**

5.1 Members were briefed on the objectives, details and timetable of the Programme. They were informed that the Programme was undertaken by a professional survey consultant commissioned by the AFCD. It aimed at reviewing the method of compiling statistics on country parks visitors currently employed by AFCD staff and identifying areas for improvement; working on past visitors surveys and collecting information and views from visitors (particularly users of educational and recreational facilities) so as to enhance the quality and quantity of the data obtained by the AFCD; as well as providing professional data analysis to the Country and Marine Parks Board and furnishing timely data to facilitate planning and management of country parks in future to meet the changing demand of users.

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

6.1 The Country and Marine Parks Authority Progress Report covering the period from 1 May to 31 August 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  
April 2013