

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 11 February 2011. Major issues discussed at the meeting are summarised below:

2. Publicity and Media Coverage

2.1 Members were briefed on the publicity and media coverage on country and marine parks for the period from 16 October 2010 to 7 February 2011. Issues such as country park activities, Hong Kong Wetland Park activities, marine park activities, Geopark activities, the Government's decision of not to acquire 5 hectares of the Clear Water Bay Country Park to form part of the South East New Territories Landfill Extension, malfunctioning of emergency helplines on Wu Tip Shan Path in Fanling, hill fire in Lam Tsuen Country Park in Pat Heung, Yuen Long, inadequate overseas promotion of the Geopark by the Hong Kong Tourism Board, and the Chinese New Year Rally at Sai Wan organised by the Tai Long Wan Concern Group had been covered.

2.2 A member expressed concern over measures to protect country park enclaves. Members were informed that the administration would strengthen protection of country park enclaves through 2 measures: (1) incorporating the enclaves into outline zoning plans under the Town Planning Ordinance; or (2) incorporating the enclaves into adjacent country parks.

2.3 A member enquired about measures to protect Tai Long Sai Wan enclave. Members were informed that Agriculture, Fisheries and Conservation Department (AFCD) currently considered it more appropriate to designate Tai Long Sai Wan enclave as part of a country park, and would consult Country and Marine Parks Board on further measures regarding Tai Long Sai Wan enclave.

2.4 The Chairman enquired about installation and maintenance of emergency helplines in country parks. Members were informed that all emergency helplines in country parks were provided by PCCW. PCCW would be responsible for installation and maintenance costs of the helplines. Should AFCD staff detect problems with the

emergency helplines along their patrol routes, they would immediately inform PCCW for maintenance.

2.5 The Chairman enquired about the proportion of overseas tour groups in the Geopark. Members were informed that in recent years AFCD had been actively participating in overseas advertising and promotion activities organised by the Hong Kong Tourism Board in order to raise the awareness of Hong Kong Eco-tourism overseas. Furthermore, should Hong Kong Geopark become a Global Geopark within the year, it might attract more overseas visitors to come to Hong Kong, which would raise the proportion of overseas tour groups visiting the Geopark.

3. Community Tree Planting Scheme

3.1 Members were briefed on the “Community Tree Planting Scheme”. They were informed that the scheme aimed to provide opportunities to the public to plant tree seedlings and participate in the conservation work of country parks themselves, which could in turn enrich their knowledge of nature conservation.

3.2 A member enquired AFCD about the identification of suitable sites for community tree planting. Members were informed that it was very difficult for AFCD to identify suitable sites for community tree planting activities. In addition, AFCD noticed that interested participants would directly go to the tree planting sites themselves. Therefore, AFCD could simply inform participants of the time required for going to the tree planting sites and the gradient of the slopes along the way and let the participants determine whether they could cope with it themselves.

3.3 A member enquired AFCD about the identification of suitable sites for tree planting for organised groups. Members were informed that it was still very difficult for AFCD to identify suitable sites, especially sites for holding the opening ceremony, and applications from organised groups could hardly be entertained basically.

4. Country Parks Reporters Scheme

4.1 Members were briefed on the Country Parks Reporters Scheme. They were informed that the scheme aimed to allow secondary school students to experience the work relating to country parks and understand the efforts involved, and in turn deepen their understanding of the importance of conserving the natural environment in Hong Kong. Through this competition, students could have on-site visit of and participate in AFCD’s country parks work and understand the difficulties and challenges in country park conservation and the management strategies.

4.2 The Chairman expressed appreciation of the professional winning entries.

5. Hong Kong Marine Wonders – Paper-cutting Competition

5.1 Members were briefed on the activities of the Hong Kong Marine Wonders – Paper-cutting Competition. They were informed that the competition aimed to promote the beauty and diversity of Hong Kong marine environment and wildlife, and to enhance the public awareness and understanding on the importance of marine conservation through the traditional paper-cutting art.

5.2 A member welcomed the activities and the animation of “Undersea Story”. Apart from the 4 roadshows, she suggested that more publicity be arranged in kindergartens, primary and secondary schools, including playing the animation in these schools and distributing the “Marine Wonders Animation” DVDs to teachers. Members were informed that AFCD would consider uploading the animation onto its website and despatching the DVDs to kindergartens.

6. Country and Marine Parks Authority Progress Report

6.1 The Country and Marine Parks Authority Progress Report covering the period from 1 September to 31 December 2010 was presented at the meeting. Members noted the contents of the report.

6.2 The Chairman enquired about how the total length of the paths under the improvement and maintenance works was worked out. Members were informed that the total length was derived by summing up the figures provided by AFCD staff in different districts. For path maintenance works, the length of the whole path would be counted.

7. Presentation

7.1 This paper is prepared for members’ information.

Country and Marine Parks Authority
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