

**Advisory Council on the Environment
Nature Conservation Subcommittee**

**Hong Kong Wetland Park Progress Report
Communication, Education and Public Awareness (CEPA)
Programme in 2007/08**

Purpose

1. This paper briefs members on the progress of the Hong Kong Wetland Park (HKWP) and its communication, education and public awareness (CEPA) programmes in 2007 – 08. We will also seek members' comments on the programmes under preparation.

Hong Kong Wetland Park Progress Updates

2. The progress update for HKWP is set out below:

a. Visitation

Since opening of the HKWP on 20 May 2006, the HKWP attracts more than 1.5 million visitors.

b. Marketing

- i. New booking system for groups and online booking for individual was launched in early 2007 to enhance booking service of HKWP tickets.
- ii. Training and familiarization visits were conducted for frontline staff of travel agents, tourist's agents and concierge staff to visit the HKWP regularly.
- iii. HKWP attended international trade shows, organized by Hong Kong Tourism Board or other parties, to showcase the HKWP as eco-tourism attraction in Hong Kong.
- iv. Advertising HKWP at airport, border, MTR, KCRC and other public transports to attract more tourists from overseas and Mainland China.
- v. Conduct in-house market research to obtain first hand market information from visitors for service improvement.

c. Biodiversity

The number of wild animals recorded in the area occupied by the HKWP by end October of 2007 is given below:

Type	No. of species recorded			
	2004	2005	2006	2007 (until end of October)
Birds	150	195	203	213
Reptiles	7	9	11	17
Amphibians	8	9	9	9
Fishes	7	10	18	18
Dragonflies	33	39	40	42
Butterflies	No record	113	130	136
Mammals	8	9	10	10

CEPA Programmes organized in HKWP

3. From September 2006 to October 2007, HKWP has organized about 6,450 education activities that reached about 254,000 participants from schools and the general public. Summaries of these education programmes are given below:

a. School Education Programme

Over 1,500 school programmes and teachers' workshops were organized for over 70,000 participants. Details are at **Annex 1**.

b. Public Education Programmes

Over 4,120 education programmes were organized for about 59,000 participants from the general public. Details are at **Annex 2**.

13 temporary exhibitions were organized at the HKWP and other locations in Hong Kong to promote HKWP and wetland conservation. These exhibitions attracted over 700,000 visitors during the exhibition period.

c. Volunteer Programme

HKWP Volunteer Programme provided training and capacity building to volunteers. A total of 2,600 persons have registered for the volunteer service since the opening of the HKWP. Throughout the period, HKWP

volunteers provided over 11,500 service man-days on guided tours and interpretation services at the HKWP.

d. Partnership

HKWP established partnership programmes with 3 schools, 5 tertiary institutes and 4 other departments or NGOs. Details are at Annex 3.

e. Public Events

HKWP organized 11 public events, which attracted some 20,000 participants. These programmes included:

- Bird Hat Design Competition
- World Wetlands Day 2007 Hong Kong Celebration
- Hong Kong Planning and Infrastructure Exhibition Gallery, Exhibition and Workshop Series
- “My Land, My Soil” Community Art Project
- Earth Day 2007
- Science for the Public – HKWP Exhibition
- HKWP 1st Anniversary Celebration
- Hong Kong International Museum Day – HKWP Exhibition
- Paper-cutting Depicts Wetland Conservation and Chinese Folk Culture
- The 21st Conference of Caretakers of the Environment International – Wetland Conservation Workshop
- 100 Little Journalists Visit to the HKWP

f. Wetland Link International (WLI) – Asia

The first Wetlands Link International – Asia Symposium was jointly organized by the HKWP and WWFHK on 24 – 26 January 2007 at the HKWP. The Symposium aimed to promote communications among wetland centres in Asia, and share experience on wetland park management and CEPA programmes. Some 100 participants from wetland centre in 20 countries / regions had attended this Symposium. A Wetland Link International – Asia (WLI-Asia) website (www.wli-asia.org) was established after the event.

New CEPA Programmes in 2007/08

4. The CEPA programmes under planning include:

a. Schools and Public Education Programmes

HKWP will continue our effort to organize schools and public education

programmes to students and the general public, volunteer service, partnership programmes under the CEPA programme of HKWP.

b. World Wetlands Day (WWD) 2008

HKWP will organize the celebration programmes for the World Wetlands Day 2008 under the theme “Healthy Wetlands, Healthy People”. A kick-off press conference had been held on 20 October 2007 to announce the details of the WWD 2008 programmes. These included:

- “Drawing for Wetland Conservation” Competition
- “Wetlands through my Eyes” Writing Competition
- “Paper cutting on Wetlands” Workshops
- Wetland Model Creation Activity
- The 8th Inter-School Bird Race
- The 2nd Storytelling Competition - “Healthy Wetlands, Healthy People”

A celebrating ceremony cum prize presentation for the WWD 2008 programmes will be held on 2 February 2008. A fun day for general public will also be organized on the same day to promote community involvement on WWD.

c. WLI-Asia Inter-school Education Programme

In order to promote experience sharing and communication between students in different Asian regions on project-based learning on wetland conservation, a “WLI-Asia Inter-school Education Programme” was organized by the HKWP, AFCD in October 2007 as part of HKWP’s CEPA programmes. The programme is also an international cooperation programme under the WLI-Asia network. Under this programme, wetland centres of the WLI-Asia network are invited to organize schools in their regions to conduct and submit study projects on wetland conservation for a competition among participants in the Asian region. At present, 12 wetland centres from 9 countries / places in Asia had enrolled. In Hong Kong, 32 local school teams had also enrolled in the programme. The winning team of these 12 overseas wetland centres and the Hong Kong winners will be invited to give a presentation on their winning project in late April 2008 at the HKWP. HSBC has kindly consented to sponsor part of their traveling and accommodation costs for the presentation.

d. Corporation Community Service Programme

In order to promote involvement of local corporations on wetland conservation programmes, a Corporation Community Service Programme is

launched. Under this programme, participating Corporations will sponsor the local community, i.e. disadvantage groups, free admissions to the HKWP. Volunteers from these Corporations will provide guided tours to these community participants at the HKWP. Currently, three corporations, i.e. AEON, TVB and HSBC, have joined this programme and will sponsor over 3,000 community participants to visit HKWP in 2007/08.

Advice Sought

5. Members are invited to note and comment on the CEPA programmes at HKWP.

Agriculture, Fisheries and Conservation Department
November 2007

School Education Programme at HKWP from September 2006 to October 2007

Activities	Achievements in 2006/07
“Park Experience” Programme	28,871 students and teachers joined 1,219 guided tours.
Teachers’ workshop	19 workshops were organized for 1,535 teachers.
School Visit	74 school visits were organized. Talks/seminars on wetland conservation were delivered to 14,341 students.
Roadshows	Roadshows were organized at 26 schools, reaching 25,000 students.
3-I Wetland Project Study Programme	500 students from 6 local schools and 6 non-local schools in Mainland China (3 schools) and Singapore (3 schools) joined this 3I programme.
Other guided tours for schools	99 tours for 2,497 teachers and students were organized.

Public education activities at HKWP from September 2006 to October 2007

Programme	Achievement in 2006/07
Explore the Wonders of Wetlands	1,406 workshops were organised for 21,425 visitors.
Fix-point interpretation at Discovery Centre	1,086 sessions were organized for 12,234 visitors.
Outreach Tours	159 tours were organized for 3,271 visitors.
“Know More” guided tours	400 tours were organised for 6,491 visitors.
Volunteer Interpretation Point	833 tours organized for 7,440 visitors.
Workshops for new volunteers	61 workshops organized for 3,655 people.
Bird Watching at Bird Hides	120 volunteers have joined this programme to provided bird-watching guidance at Bird Hides if HKWP on Sundays and public holidays.
DIY Workshops	95 activities were organised for 2,498 visitors.
Public Lectures	9 public lectures were organised for 1,453 visitors.

Partnership with Others Organizations from September 2006 to August 2007

Programme	Partner Organizations	Details/Description
School Partnership Programme	Queen Elizabeth Old Students' Association Secondary School	A total of 90 students joined the school partnership programme in the academic year 2006/07.
	The Church Of Christ Kei Long College	60 of which had served HKWP over 30 hours during the period.
	Y.L.P.M.S. Alumni Association Ying Yip Primary School	Some of them had achieved the service hours of 100 hours / 200 hours. They are eligible for Outstanding Volunteer Award (Silver Badge and Golden Badge respectively) of the HKWP Volunteer Scheme.
Community Partnership Programme	Hong Kong Bird Watching Society	120 elderly bird watchers offered bird watching interpretation at Bird Hides of the HKWP every Saturdays, Sundays and public holidays to visitors of HKWP.
	Youth Ambassador Scheme of Hong Kong Federation of Young People	78 youth volunteers provided customers services including answering enquiries, reception, guidance at the Entrance of HKWP Visitor Centre and Viewing Gallery every Sundays and public holidays.
	Hong Kong Award for Young People	14 youth volunteers from HK AYP provided fix-point interpretation at exhibition galleries of HKWP on every Sundays and public Holidays for visitors.
	Tuen Mun Police Force (Blue Sky Rainbow programme)	Police volunteers from Tuen Mun Police Force joined the volunteer programme of the HKWP to provide guided tours service to disadvantage groups and students on Sundays and public holidays.
Summer Internship Programme	<ul style="list-style-type: none"> • HK Baptist University • City University of HK • Chinese University of HK • The University of HK • HK Institute of Vocational Education 	<p>Students from tertiary institutions joined the HKWP Summer Internship Programme during summer vacation holidays.</p> <p>Students will practice provision of services at the HKWP in areas including guided interpretation, answering public enquiries, ecological surveys, front-line habitat management service and providing assistance education programmes. Their services at the HKWP will be assessed as part of their course works.</p>