

# **Task Force on Harbourfront Developments On Hong Kong Island**

For discussion  
on 25 May 2016

TFHK/11/2016

## **Hong Kong Observation Wheel At the New Central Harbourfront**

### **PURPOSE**

This paper outlines the updates from the Hong Kong Observation Wheel, located on 33 Man Kwong Street, Central since its opening on the 5 December 2014 and upcoming developments.

### **BACKGROUND**

2. The Tenancy Agreement No. NHX-781, for a total area of approximately 9,620 square meters in Central to set up an Observation Wheel, was awarded to Swiss AEX on the 23 May 2013. Swiss AEX immediately appointed local experts, consultants and an engineering company to ensure the earliest project opening time based on the conditions of the site at the time of handover. They were responsible for the supervision and coordination of all engineering and construction works in close corporation with Swiss AEX and all Government-related departments. An internationally renowned Dutch Observation Wheel manufacturer was responsible for the custom design and manufacturing of the unique 60-metre tall attraction. Leighton, an internationally renowned construction contractor was hired for the preparation of the footings foundation and construction works, which started in June 2014. Shipment of all parts of the Hong Kong Observation Wheel began in January 2014 from Europe, followed by a 40-day assembly of the Observation Wheel in August 2014.

3. The Hong Kong Observation Wheel is built on a 3,000 tonnes permanent foundation of reinforced concrete, with an integrated steel superstructure of 500 tonnes, allowing the Hong Kong Observation Wheel to endure extreme weather conditions such as super typhoon and daily wear-and-tear for a lifetime support. See **Appendix A** for pictures of the foundation work.

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4. Creation of a world-class attraction of the highest quality that could last for decades for the Hong Kong community has been at the heart of the philosophy of the Hong Kong Observation wheel and every step in the planning, production, installation and operation of the attraction. The site had no utilities and, thus, the installation of extensive underground cable ducts all over the site were required to supply electricity for the operations of the attraction and other 'fail-safe' power requirements, such as a dual supply source for the Hong Kong Observation Wheel, landscape lighting, wheel deck lighting, general lighting and powering of electrical appliances. Additionally, paving, drainage, massive Emergency Vehicular Access (EVA) and toilets were required. In total, 18 months (50%) of the original 36-month tenancy period were required for all the above crucial steps, applications and necessary permits to be able to open the Hong Kong Observation Wheel for public. The Hong Kong Observation Wheel also had to adapt additional requirements from Fire Services Department (FSD) and Electrical, Mechanical and Services Department (EMSD) later in the process, all with regards to enhance the safety. As soon as these essential steps were completed, the Hong Kong Observation Wheel was opened to offer the safest and most spectacular experience for the public. See **Appendix B** for the locations of the underground cable ducts, **Appendix C** for secure dual-power source, **Appendix D** for permanent site drainage and **Appendix E** for other infrastructure facilities for Fire Service Department compliance.

5. A high-profile press conference to announce the opening was held on 5 December 2014 with attendance from over 100 local and international media outlets. The opening successfully generated over 140 news coverages locally and internationally with ongoing media attention until today. See **Appendix F** for opening press conference.

6. To date, the Hong Kong Observation Wheel has been warmly welcomed by over one million visitors. The Hong Kong Observation Wheel has also attracted many members of the local community and tourists to the area, with over 50% of all wheel visitors comprising the target of local Hong Kong citizens. See **Appendix G** for general impression.

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## **BENEFITS TO THE COMMUNITY**

### Neighbours

7. The Hong Kong Observation Wheel proactively collaborates with its harbourfront neighbors, such as the Central Harbourfront Event Space and Hong Kong Maritime Museum by maintaining close relationships to strive for mutually beneficial opportunities and synergies from working together. The Hong Kong Observation Wheel also started working with other attractions in Hong Kong, to increase the attractiveness and traffic to these locations. For example, special packages for entrance tickets to the Hong Kong Observation Wheel and Madame Tussauds Hong Kong were introduced in 2016, allowing visitors to visit two of the most popular tourist attraction in the Central and Western district at special prices. Currently the attraction is leading conversations for joint promotions with other attractions like Ocean Park Hong Kong.

### Charity

8. One of the main objectives of the Hong Kong Observation Wheel is to give back to the Hong Kong Community, especially the less fortunate and more needy young and old community groups.

9. As a result, since opening the Hong Kong Observation Wheel has invited around 2,350 visitors from 30 registered charities at zero cost. This charity program is ongoing and very popular, with a long list of upcoming scheduled visits.

10. The aim of the Hong Kong Observation Wheel is to allow access to the attraction for the less fortunate and more needy young and old community groups in Hong Kong to enjoy the views of Victoria Harbour and enjoy refreshments after the ride, which are all complimentary.

11. The Hong Kong Observation Wheel also supports local and international charitable causes in other ways, such as by using special pink lights to illuminate the attraction in support of the global Breast Cancer Awareness Campaign in October 2015. On the evening of 19 March 2016, the Hong Kong Observation Wheel turned its lights off to participate in the 10th Earth Hour, organized by the World Wide Fund for Nature (Hong Kong), joining over 350 landmarks across 178 countries in

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the worldwide lights-off event to call for more attention on creating a sustainable lifestyle for the future.

12. From 1 to 30 of November 2015, the Hong Kong Observation Wheel also cooperated with the Ocean Park Conservation Foundation Hong Kong in the “Spin for Survival” campaign, during which cabins of the attraction were decorated with pictures of four endangered wild animals to promote their conservation statuses and conservation threats. Banners with conservation messages were placed near the exit of the Hong Kong Observation Wheel with a walkthrough exhibition, as well as a donation box for contributions to the programme.

13. The Hong Kong Observation Wheel was also proud to be invited, and delighted to accept, the proud hosting of the Opening Ceremony of Operation Santa Claus (OSC) at the Events Area of the Hong Kong Observation Wheel to kick off the annual charity fundraising campaign jointly organised by Radio Television Hong Kong (RTHK) and the South China Morning Post (SCMP). This led to front-page media coverage and contributed to over HK\$21.3 million raised by OSC in that year’s campaign. Complimentary visits for the charity beneficiaries of the OSC campaign were also arranged in January and February 2016.

14. Complimentary usage of the Events Area has also been offered to charities for holding fundraising events, for example to support the Humanity Parade of the Red Twinkle Star Campaign by the Hong Kong Red Cross on 5 March 2016.

15. Below is a list of charities invited to the Hong Kong Observation Wheel for complimentary visit, as of April 2016:

- Enlighten- Action for Epilepsy
- Po Leung Kuk
- Neighbourhood Advice-Action Council Sham Shui Po District Elderly Community Centre
- Tung Wah Group
- Fresh Fish Traders’ School
- Mongkok Kai-fong Association Kowloon Chamber of Commerce Centre for the Elderly

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- Tsim Sha Tsui District Kaifong Welfare Association  
Neighbourhood Elderly Activities Centre
- Hong Kong Community Development Network
- Island Harbourview Elderly Club of Asian Outreach Hong Kong
- Christian Action
- Caritas Lok Kan School
- Hong Kong Cancer Fund
- Hong Chi Lions Morninghill School
- Hong Chi Lei Muk Shue Centre
- Caritas Li Ka Shing Care and Attention Home
- Changing Young Lives Foundation
- Wai Ji Christian Service
- Hong Chi Morninghill School
- International Church of the Foursquare Gospel Hong Kong  
District Limited
- Fu Hong Society
- Intellectually Disabled Education and Advocacy League  
(IDEAL)
- Hong Kong Playground Association
- Association of Baptists for World Evangelism Shing Yan Christian  
Social Service Centre
- The Jockey Club Hong Chi Sun Chui Workshop cum Hostel
- Yuen Long Town Hall Mrs. Leung Hok Chiu Neighbourhood  
Elderly Centre
- SAHK East Kowloon Parents' Resource Centre
- The Hong Kong Down Syndrome Association Bradbury  
Parents Resource Centre
- New Life Psychiatric Rehabilitation Association The Wellness  
Centre (Yau Tsim Mong)
- Hong Chi Morningjoy School, Yuen Long

See **Appendix H** for charity report/ impression.

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### Community

16. The Hong Kong Observation Wheel would like to further develop the community standing of the attraction as an ideal place to reconnect and strengthen the bonds in families and community. The Hong Kong Observation Wheel offers special promotion on Father's Day and Mother's Day.

17. In response to the Government's objective of opening up the Central harbourfront area to the public, 90% of the site of the Hong Kong Observation Wheel is freely accessible to the public, with the provision of over 200 shaded public seats and free Wi-Fi for the enjoyment of locals and tourists. The Hong Kong Observation Wheel has become one of the most popular backdrops for taking family and wedding photos and even marriage proposals. Visitors can access the site freely during 10am to 11pm daily to enjoy the spectacular views of the iconic Victoria Harbour. Since the opening of the Hong Kong Observation Wheel, the public space in front of Piers 9 and 10 has come to life and frequently used by the general public. See **Appendix I** for shaded facility.

18. To celebrate the attraction's first anniversary and sincerely thank Hong Kong community for their support, a special 50% discount on the entrance tickets to the Hong Kong Observation Wheel for all holders of Hong Kong identity cards was introduced on 5 and 6 December 2015. Visitors were also able to enjoy a 50% special discount on the food and beverages offered at the attraction. The special discount successfully attracted 12,500 visitors to the Central harbourfront area. Due to the tremendous success for this promotion, the Hong Kong Observation Wheel has decided to make this an annual celebration for the Hong Kong community. See **Appendix J** for first anniversary impression.

19. The Hong Kong Observation Wheel has created jobs to the local people in operation, ticketing, cleaning, Food & Beverage, events and management positions. Currently the team consists of 40 fulltime employees, and over 120 part-time (mainly student) employees. It has been proven that the Hong Kong Observation Wheel serves as a pleasant platform for young students to enter into the hospitality professions, giving them experience in a dynamic working environment with growth potential

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and boost their experience skills. See **Appendix K** for employment opportunities.

### **ANNUAL CAPACITY, VISITOR PROFILES AND FEEDBACK**

20. The attraction has successfully reached the target number of one million visitors to date.

21. In a survey conducted by a third party over a three-month period, feedback from 6,000 random visitors was collected. Of all the visitors surveyed, over 53% appears to be Hong Kong citizens and 93% of the visitors expressed their wish for the Hong Kong Observation Wheel to remain as a permanent attraction in Hong Kong. See **Appendix L** for the full survey results.

22. At opening, the ticket price was specifically set at HK\$100 for adults, HK\$70 for children and \$50 for senior citizens and disabled members to make the attraction affordable for everyone. The Hong Kong Observation Wheel has not raised the ticket prices since its opening.

### **EVENT AREA**

23. The Events Area of the Hong Kong Observation Wheel is the ideal venue for a wide variety of events. Past events held at the Events Area include press conferences, charity fundraising events and other events. With excellent cooperation and kind assistance from the Central and Western District Council, the Milk Mart, a rent free “flea market” concept was held at the Events Area, during which young entrepreneurs and performers in Hong Kong were able to showcase their talents and small businesses at the prime location in the Central harbourfront which is normally not accessible to them. Two Milk Mart events were held on 12-13 December 2015 and 30-31 January 2016 respectively, and a total of 63,000 visitors were attracted to the Central harbourfront area. Due to popular demand, a third Milk Mart will be held from 30 April – 2 May 2016 with similar aims. See **Appendix M** for Milk Mart impression.

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24. It is considered that the combination of the above facilities with the mix of paid attractions and informal, free public experiences will continue to draw people together to create a vibrant, unique and enjoyable waterfront experience in Central for locals and visitors. Importantly, the Hong Kong Observation Wheel will continue to explore possibilities of holding more community events at the attraction, which aligns with the feedback from Central and Western District Council and the Harbourfront Commission. The attraction will also continue its ongoing charity initiatives by organising even more complimentary visits and offering complimentary use of the Events Area to local registered charities. Currently, we have continual expressions of interest for such visits.

### **UPCOMING PROMOTIONS AND LONG TERM DEVELOPMENT**

25. The Hong Kong Observation Wheel will be heading a variety of initiatives to further enhance its standing as the attraction for both the local Hong Kong community and visitors from around the world. These are scheduled to include a Chinese Naming Competition, photo competitions with media partners in weddings and photography, cabin wrapping design competition with primary school students, birthday promotion for Hong Kong citizens. They will be well promoted to the Hong Kong community and continue to draw additional visitors to the Harbourfront Area. Since launching the official website of the Hong Kong Observation Wheel ([www.hkow.hk](http://www.hkow.hk)), it received nearly a million page views, where the public follow the activities announced on the website and obtain general information. The website also contains information for charity activities and an enquiry form for complimentary visits to the Hong Kong Observation Wheel.

26. Since the opening of the Hong Kong Observation Wheel, the attraction has been working closely with the Hong Kong Tourism Board (HKTB). The cooperation between the two organisations includes organising a variety of activities for international media and representatives from Meeting, Incentives, Conferences and Exhibitions (MICE) organisations. To date, around 60 visits were held for representatives from countries such as Taiwan, Japan, India, the Philippines, Thailand, Korea, Mainland China, and the United States.



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27. On 31 December 2015, the Hong Kong Observation Wheel was selected by the production house commissioned by HKTB as the location for filming footage of the New Year's fireworks and countdown activities, with the goal of featuring Hong Kong as a compact and dynamic city that offers a variety of rewarding travelling experiences. In the future, the Hong Kong Observation Wheel will continue to cooperate with HKTB in showcasing the attractiveness and advantages of Hong Kong as an international tourist hotspot and MICE.

28. The Hong Kong Observation Wheel is keen on providing additional high quality Food and Beverage facilities. Hong Kong Observation Wheel is continuously planning on the future development of the site of the attraction, and would be delighted to offer additional Food and Beverage facilities subject to necessary permissions being granted and land lease duration. See **Appendix N** Food & Beverage facilities.

29. A high-quality marquee Dome is under installation supplement to the Events Area, which will be attractive for individuals and organisations interested in holding events with the unique setting of the Central Harbourfront. The Dome will provide shade from sun and rain. See **Appendix O** for 3D renderings of the Dome.

30. In terms of long-term development plans for the Central environs, Area 3 behind the Hong Kong Observation Wheel is proposed for office and retail development in the coming years. The Hong Kong Observation Wheel management team acknowledged the redevelopment plan of the Central harbourfront area at the beginning of the planning stage of the project and made sure that the design and location of the Hong Kong Observation Wheel aligns with the future development plans of the Central harbourfront area. Therefore, the Hong Kong Observation Wheel is fully compatible and "future proofed" for further development. Thus, the Hong Kong Observation Wheel would not affect the future development of the Central harbourfront area and can continue to serve the Hong Kong community and enhance vibrancy and vitality of the Central harbourfront. See **Appendix P** for the area plan of the Central harbourfront area.

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31. When designing the layout for the Hong Kong Observation Wheel site and ancillary facilities, the Hong Kong Observation Wheel has studied the architecture of the current finished harborfront area parks. It used high-end materials for its Observation Wheel deck and surrounding areas similar in nature and style as being used in the Tamar observation deck (timber decking, glass balustrades and illumination including barrier free facilities), for durability and long-term use to integrate fully with the future harbourfront area. See **Appendix Q** for the Hong Kong Observation Wheel's architectural finishing.

32. The Hong Kong Observation Wheel was grateful for the extension of tenancy of the site of the announced on 25 August 2015 by the Development Bureau, and hopes to remain as a landmark on the Central harbourfront, while continuing its initiatives to unite, reconnect and enhance the community and harbourfront area in which it stands for a long time in the future.

33. The height of the Hong Kong Observation Wheel was particularly chosen because the height is directly connected to its foundation. We made use of the maximum available foundation (footing) size possible within the site's technical boundaries and restrictions. Any increase in height would not change the viewing experience for the wheel's guests. This 60-metre Hong Kong Observation Wheel is built and designed to operate under two different speeds; "speed 1" for loading and unloading procedure, "speed 2" for the ride itself. This creates a very nice and smooth experience where larger observation wheels rotate at a very slow continuous speed without stopping at all, which creates a less appealing effect for the guests to experience. In larger wheels, guests enjoy one rotation only, while at the 60-metre Hong Kong Observational Wheel, guests will experience three to four rotations. Most importantly, by building this 60-metre Hong Kong Observation Wheel, we are able to offer an attractive ticket price. Of all the visitors surveyed, over 94% of them enjoyed the experience on the Hong Kong Observation Wheel positively and nearly 93% would recommend the attraction to others. See **Appendix L** for the full survey results.

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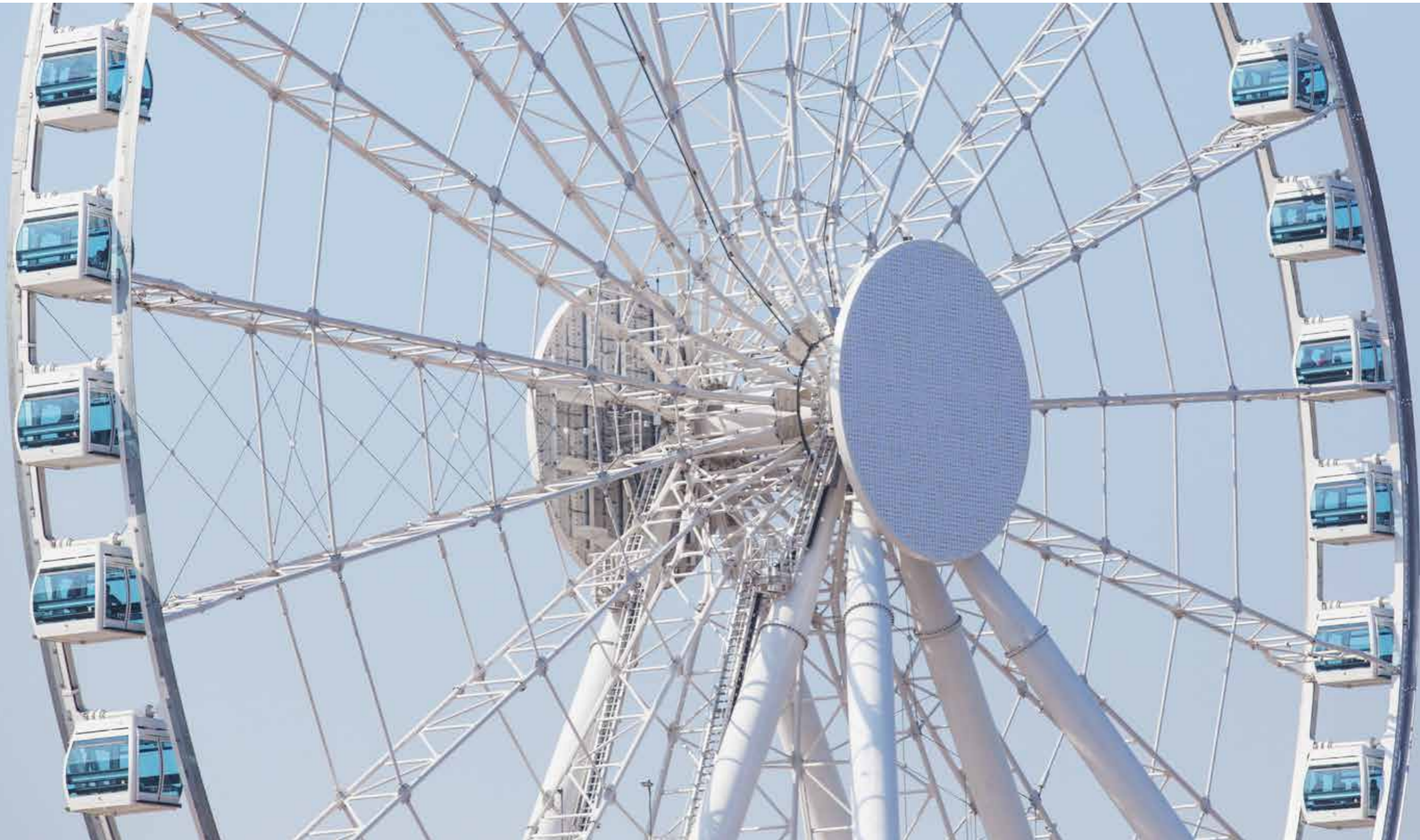
34. Finally, the Hong Kong Observation Wheel has become firmly a most popular local attraction as evidenced by feedback from the vast majority of its visitors, described above. The Hong Kong Observation Wheel has been built and operated to the highest standards and aims to become a permanent landmark and icon on Central Harbourfront. See **Appendix R** for overall impression.

## **APPENDICES**

- Appendix A: Pictures of the foundation work
- Appendix B: Locations of the underground cable ducts
- Appendix C: Secure dual-power source
- Appendix D: Permanent site drainage
- Appendix E: Other infrastructure facilities for FSD compliance
- Appendix F: Opening press conference
- Appendix G: General impression
- Appendix H: Charity report/impression
- Appendix I: Shaded facility
- Appendix J: First anniversary impression
- Appendix K: Employment opportunities
- Appendix L: Full survey result
- Appendix M: Milk Mart impressions
- Appendix N: Food & Beverages facilities
- Appendix O: 3D renderings of the Dome
- Appendix P: Area plan of the Central harbourfront area
- Appendix Q: Hong Kong Observation Wheel's architectural finishing
- Appendix R: Overall impression

**Swiss AEX Holding Limited**  
**May 2016**

# Harbourfront Commission Discussion Paper **Appendices**



The Hong Kong  
Observation Wheel  
香港摩天輪

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ASSETS EXCEPTIONAL

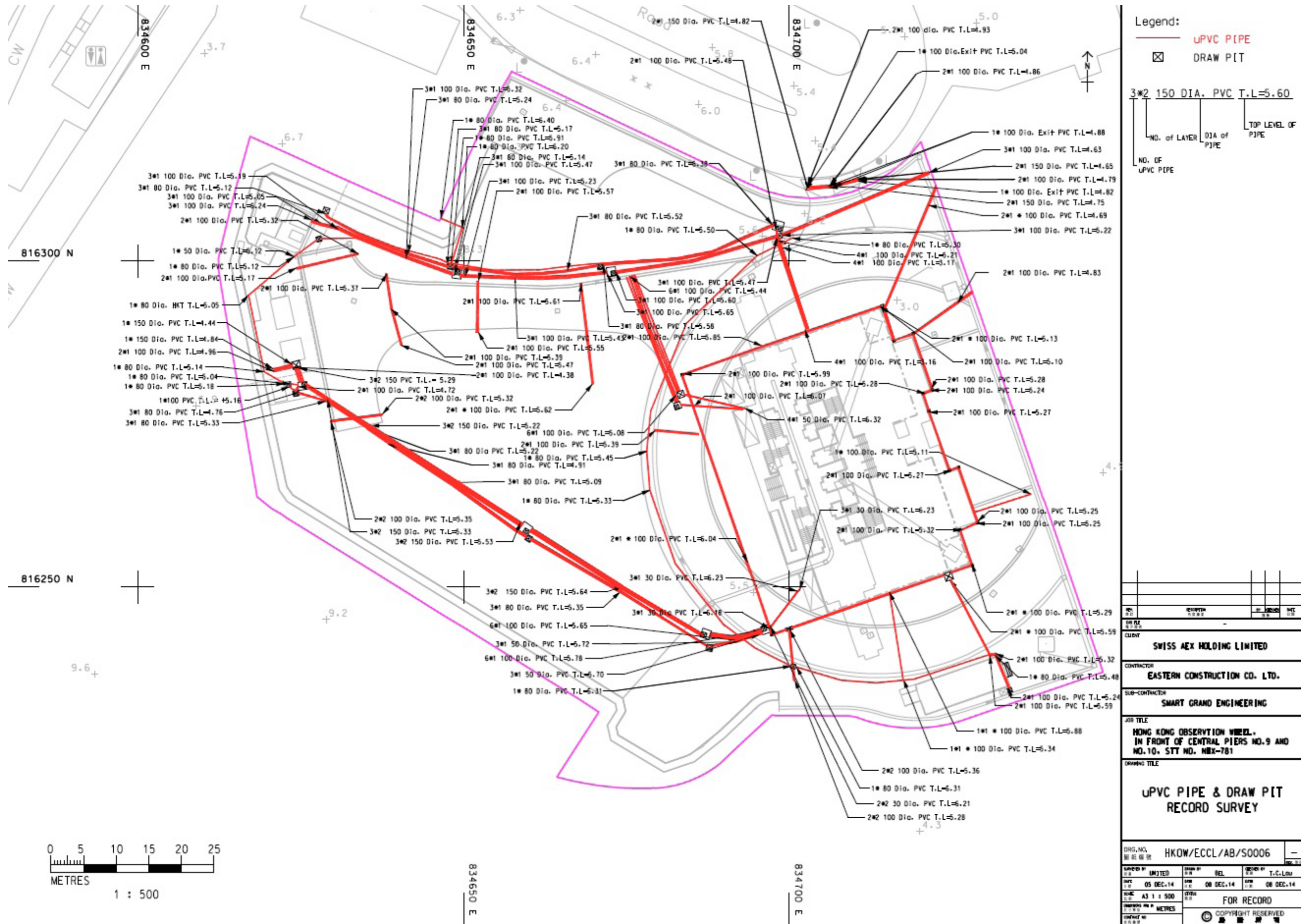
# Appendix A | Pictures of the foundation work



# Appendix A | Pictures of the foundation work



# Appendix B | Locations of the underground cable ducts



# Appendix C | Secure dual-power source

















## Executive Summary

This short report aims to summarise the events held at the Hong Kong Observation Wheel with various reputable, registered local charities, and to detail the future efforts of the attraction in proactively reaching out to more local charities in need of support.

Since the inception of the idea to construct a world-class observation wheel on Central harbourfront, and as mentioned in our successful tender for the attraction and the presentations to the Harbourfront Commission and Central and Western District Council in 2014, the first and foremost objective of the Hong Kong Observation Wheel is to serve as an icon in the local community in which it stands, and become the latest tourist attraction at Central harbourfront for international visitors.

In order to give back to all members of the Hong Kong community, especially the less fortunate and more needy young and old community groups, the Hong Kong Observation Wheel has been proactive in its philanthropic involvement with the organisation of complimentary visits for members of various local charities since opening its doors on 5 December 2014. As of April 2016, the Hong Kong Observation Wheel has invited around 2,350 members from a variety of local charities. The details of these events are presented in Part 1.

In addition to organising complimentary visits, the Hong Kong Observation Wheel has also contributed to charitable causes in Hong Kong by hosting fundraising events and offering donations. Details of these events are presented in Part 2.

The Charity webpage of the Hong Kong Observation Wheel was launched in late 2015 to offer more information on the charity activities held at the attraction, and provide an official platform for interested local charities to sign up for complimentary visits.

In the future, the Hong Kong Observation Wheel will continue to offer complimentary visits for local charities registered under Section 88 of the Inland Revenue Ordinance as charitable institutions and trusts of a public character in Hong Kong. The attraction will also explore opportunities to work with a wider range of charities in support of different causes, such as social welfare and environmental, wildlife and animal protection. Details of the next steps of the Hong Kong Observation Wheel in its charities activities are presented in Part 3.



## Part 1: Complimentary Visits Hosted by the Hong Kong Observation Wheel in 2015 and 2016

As of February 2016, the Hong Kong Observation Wheel has invited 2,350 members from local charities supporting various causes and service targets. In order to give participants the complete experience on the Hong Kong Observation Wheel, refreshments were also provided according to their needs. No media were invited to the complimentary visits.

Table 1 shows a detailed list of the charities that enjoyed the complimentary visits at the Hong Kong Observation Wheel at zero cost. The souvenirs from local charities that enjoyed complimentary visits at the Hong Kong Observation Wheel are shown in Annex 1.

2015	No.	Date	Organisation	Category	Number of participants
	1.	21-03-2015	Enlighten- Action for Epilepsy	• Epilepsy patients and families	40
	2.	08-04-2015	Po Leung Kuk	• Children and young people under residential care	95
	3.	02-06-2015*	Neighbourhood Advice-Action Council Sham Shui Po District Elderly Community Centre	• The elderly	100
	4.	16-06-2015	Tung Wah Group	• Elderly from the Fong Shu Chuen District Elderly Community Centre • Children from Ng Sheung Lan Memorial Nursery School	100
	5.	23-07-2015	Fresh Fish Traders' School	• Underprivileged primary school students	200
	6.	16-09-2015	Mongkok Kai-fong Association Kowloon Chamber of Commerce Centre for the Elderly	• Low-income elderly in Mongkok area	100
	7.	23-09-2015	Tsim Sha Tsui District Kaifong Welfare Association Neighbourhood Elderly Activities Centre (Group 1)	• Single –living elderly and elderly without family support	58
	8.	30-09-2015	Hong Kong Community Development Network	• Low-income children and families in Yau Ma Tei, Tsim Sha Tsui and Mongkok area	100
	9.	28-10-2015	Tsim Sha Tsui District Kaifong Welfare Association Neighbourhood Elderly Activities Centre (Group 2)	• Single –living elderly • Elderly without family support	42
	10.	29-10-2015	Island Harbourview Elderly Club of Asian Outreach Hong Kong	• Socially isolated ('hidden') elderly	150
	11.	11-11-2015	Christian Action	• Cerebral palsy patients	10
	12.	17-11-2015	Caritas Lok Kan School	• Students 6-18 years of age with severe intellectual and/or physical disabilities	123
	13.	24-11-2015	Hong Kong Cancer Fund	• Breast cancer patients and families	100
	14.	30-11-2015	Hong Chi Lions Morninghill School	• Students with mild intellectual disabilities (aged 6 - 18)	182
	15.	10-12-2015	Hong Chi Lei Muk Shue Centre	• People aged 15 or above with moderate to severe intellectual disabilities	120
	16.	15-12-2015	Caritas Li Ka Shing Care and Attention Home	• Elderly needing specialist care	20
17.	17-12-2015	Changing Young Lives Foundation	• Children from Sham Shui Po living in poverty	40	

2016	No.	Date	Organisation	Category	Number of participants
	18.	15-01-2016	Wai Ji Christian Service	• Adults with severe intellectual disabilities	22
	19.	26-01-2016	First visit for beneficiaries under Operation Santa Claus 2015	• People with intellectual disabilities	8
	20.	29-01-2016	Hong Kong Playground Association	• Kindergarteners who are new arrivals in Hong Kong	30
	21.	04-02-2016	Association of Baptists for World Evangelism Shing Yan Christian Social Service Centre	• Children from low-income families in Kwai Chung	38
	22.	24-02-2016	Second visit for beneficiaries under Operation Santa Claus 2015	• The elderly • Adults and children with intellectual, physical or psychiatric disabilities	171
	23.	29-02-2016	Third visit for beneficiaries under Operation Santa Claus 2015	• Adults with intellectual disabilities	25
	24.	04-03-2016	The Jockey Club Hong Chi Sun Chui Workshop cum Hostel	• Adults with mild to moderate intellectual disabilities	214
	25.	15-03-2016	Long Town Hall Mrs. Leung Hok Chiu Neighbourhood Elderly Centre	• Elderly who are living alone and/or on government social security assistance	108
	26.	24-03-2016	SAHK East Kowloon Parents' Resource Centre	• Children aged 3-18 years with development disorders and parents	50
	27.	13-04-2016	The Hong Kong Down Syndrome Association Bradbury Parents Resource Centre	• People with Down Syndrome and families	40
	28.	15-04-2016	New Life Psychiatric Rehabilitation Association The Wellness Centre (Yau Tsim Mong)	• People in recovery of mental illnesses in Yau Ma Tei, Tsim Sha Tsui and Mongkok area	24
	29.	29-04-2016	Hong Chi Morningjoy School, Yuen Long	• Students with mild intellectual disabilities	40
	<b>Total number of participants in 2015 &amp; 2016</b>				<b>2,350</b>

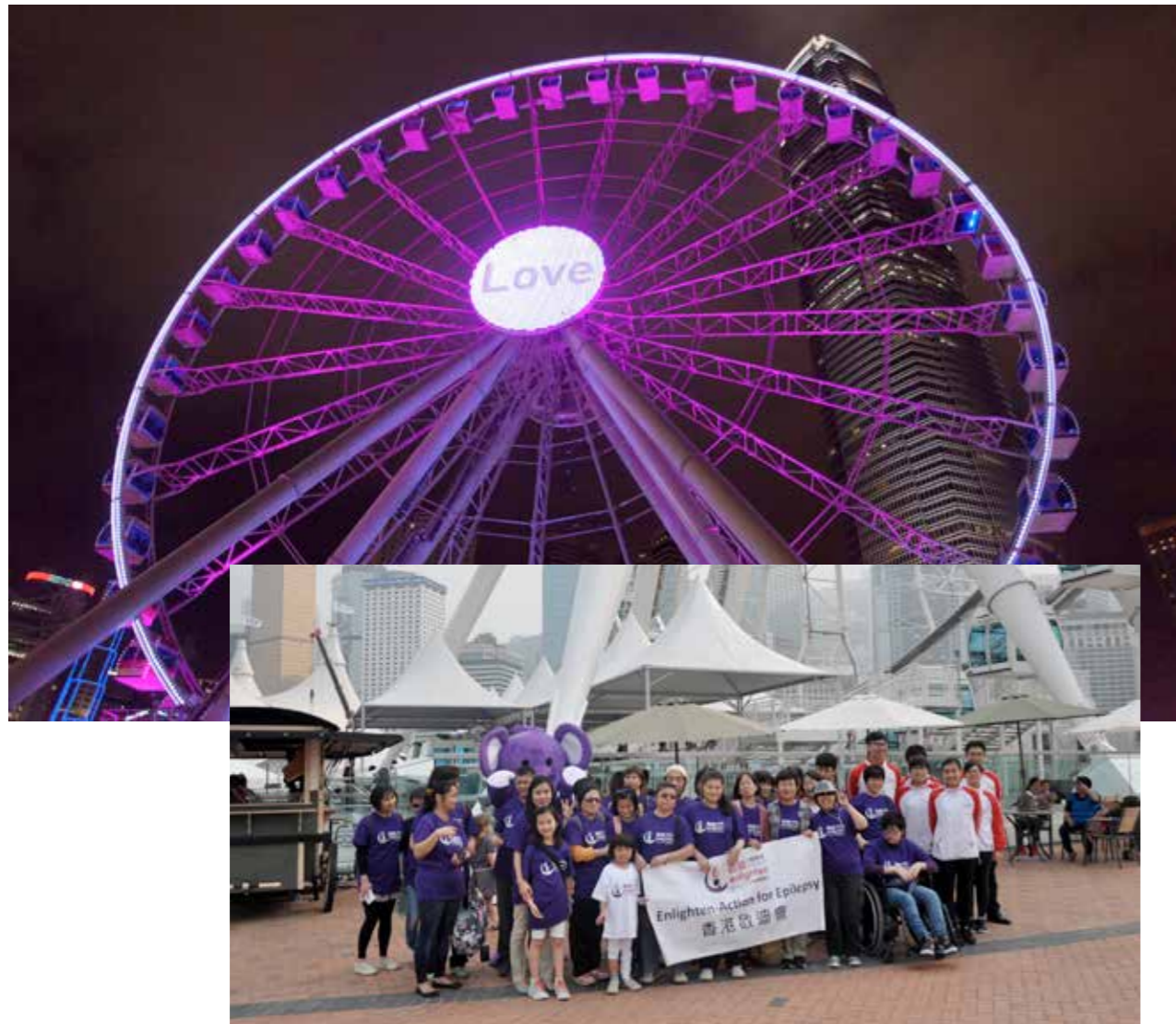
**Table 1: Local Charities who Enjoyed Complimentary Visits at the Hong Kong Observation Wheel**



## Part 2: Other Charity Contributions of the Hong Kong Observation Wheel

In addition to hosting complimentary visits for local Hong Kong charities, the Hong Kong Observation Wheel has supported local charities in Hong Kong by donating materials, hosting of fundraising events and calling for attention on various charitable causes. Summaries of these events are listed below.

### 1. Special Lighting to Support Epilepsy Awareness



In the evening of Thursday 26 March 2015, special purple lighting was used to light up the Hong Kong Observation Wheel in support of the Paint the Town Purple campaign organised by Enlighten: Action for Epilepsy, the only epilepsy-focused, non-medical registered charity in Hong Kong. Also, staff of the attraction dressed in special purple t-shirts in support of the cause. In addition, a complimentary visit for epilepsy patients and their families from Enlighten was organised on 21 March 2015.

### 2. Candy donation to the Hong Kong Community Development Network



Surplus candy from the Valentine's Day 2015 promotion of the Hong Kong Observation Wheel were delivered to the food bank operated by the Hong Kong Community Development Network on Tuesday 31 March 2015 for a birthday party for children from low-income families. Later on 30 September 2015, 100 service users of the organisation were invited to a complimentary visit at the attraction.

**Part 2: Other Charity Contributions of the Hong Kong Observation Wheel**

**3. Support on the Breast Cancer Awareness Month**



From 29 September – 29 October 2015, the Hong Kong Observation Wheel participated in a global campaign for raising awareness on breast cancer. The Events Area of the Hong Kong Observation Wheel was the venue for the kick-off ceremony on 29 September 2015, and pink illumination was used to light up the attraction for a month. The site and gondolas of the attraction were decorated with the pink ribbon and special messages calling for awareness on breast cancer.

**4. Participation in the “Spin for Survival” campaign**



Cooperation between the Hong Kong Observation Wheel and the Ocean Park Conservation Foundation Hong Kong in the “Spin for Survival” campaign took place from 1 - 30 November 2015. Gondolas of the Hong Kong Observation Wheel were decorated with pictures of four focal wild animals to promote their conservation statuses, threats to these four valuable wildlife species and how everyone can help to save them. In addition, banners with conservation messages were placed near the exit of the Hong Kong Observation Wheel, and a walkthrough exhibition on the four endangered species on the deck of the attraction.



**Part 2: Other Charity Contributions of the Hong Kong Observation Wheel**

**5. Participation in Operation Santa Claus 2015**



On Wednesday 4 November 2015, the Opening Ceremony of Operation Santa Claus was held at the Events Area of the Hong Kong Observation Wheel to kick off the annual charity fundraising campaign jointly organised by Radio Television Hong Kong and South China Morning Post. A total of three complimentary visits for beneficiaries of the campaign have been arranged in January and February 2016 with a total of 213 participants. The Opening Ceremony was reported on the front page of South China Morning Post and contributed to over HK\$21.3 million raised by the fundraising campaign.

**6. Support in the Humanity Parade and Carnival of the Red Twinkle Star Campaign of the Hong Kong Red Cross**



The Red Twinkle Star Parade cum Carnival of the Hong Kong Red Cross was held on Saturday 5 March 2016 at the space in front of the Hong Kong Observation Wheel. The event was part of the Red Twinkle Star Campaign, an educational programme to foster humanitarian spirit in children in Hong Kong. The Humanity Parade, the key activity on the day, began with a loop around the site of the Hong Kong Observation Wheel then continued on the Central Harbourfront. Over 1,000 children and their families joined the event despite the light shower. In addition to supporting the Humanity Parade, the Hong Kong Observation Wheel also sponsored entrance tickets to the attraction for the top nine finalists of the Red Twinkle Star Flag Design Competition.

## Part 2: Other Charity Contributions of the Hong Kong Observation Wheel

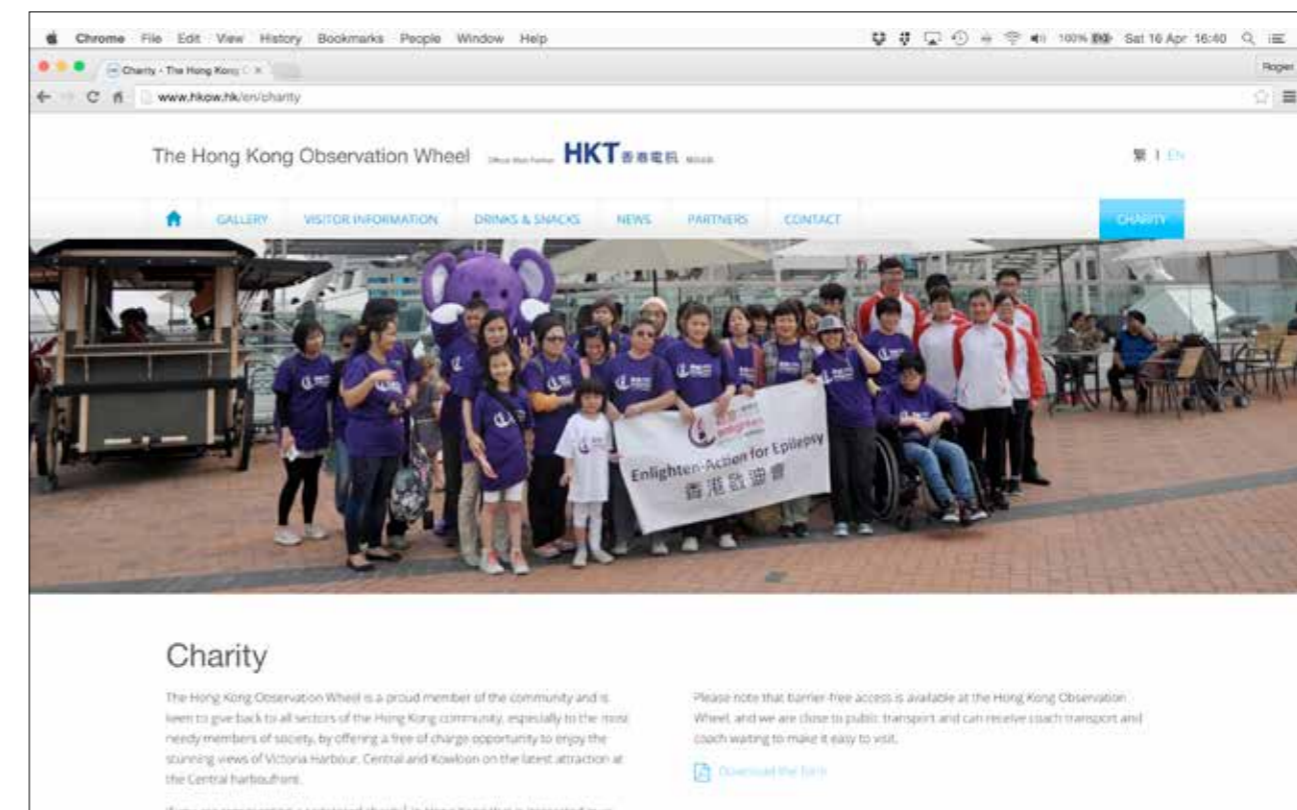
### 7. Donations to the Christina Noble Children's Foundation Hong Kong

In early April 2016, two VIP tickets to the Hong Kong Observation Wheel were donated to the organisation in support of their annual Ladies' Long Lunch. The Christina Noble Children's Foundation Hong Kong, established in 1996, is a fundraising centre to support the operational projects of the Christina Noble Children's Foundation in Vietnam and Mongolia.

### 8. Launch of Charity page on the official website of the Hong Kong Observation Wheel

In late 2015, the charity page of the official website of the Hong Kong Observation Wheel (<http://www.hkow.hk/en/charity>) was launched as a gesture of recognition for the most reputable charitable organisations, and to help increase awareness to the most worthy philanthropic causes in our society.

On the charity webpage, background information of the charity initiative of the Hong Kong Observation Wheel and local charities that have enjoyed complimentary visits to the attraction are included. An application form is also provided for local charities to express their interest in participating in the complimentary visits.



## Part 3: Next Steps by the Hong Kong Observation Wheel

The Hong Kong Observation Wheel frequently receive enquiries and requests from various charities in Hong Kong, expressing interest in joining the complimentary visits offered by the attraction. Based on the positive feedback from the visits organised so far, complimentary visits to the attraction will continue to be offered to local charities registered under Section 88 of the Inland Revenue Ordinance as charitable institutions and trusts of a public character.

The Hong Kong Observation Wheel will continue to explore and liaise closely with charities throughout Hong Kong that are interested in visiting the attraction at zero cost. For example, when organising complimentary visits for local charities, the attraction will continue to refer to the Booklet on Community Services and Resources in Central and Western District, kindly shared by the Central and Western District Council, to further contribute to the community in which the attraction stands.

The Hong Kong Observation Wheel will also explore opportunities to support more charitable organisations furthering various causes, such as social welfare and environmental, wildlife and animal protection.

Table 2 shows a list of Hong Kong charities that have expressed interest in participating in complimentary visits to the Hong Kong Observation Wheel later in 2016. Table 3 is a detailed list of the charities to be invited to the Hong Kong Observation Wheel for complimentary visits.

Organisations	Category
1. Evangelical Lutheran Church Kwai Chung District Support Centre	Mild to moderately mentally handicapped persons and families
2. Ronald McDonald House Charities (RMHC)	Severely or terminally ill children and families
3. Tung Wa Group Hui Mok Tak Yu Care and Attention Home	Elderly with weak health, limited self-care ability and/or dementia
4. Hong Chi Shui Choi Centre	People with intellectual disabilities
5. Kin Chi Dementia Care Support Service Centre of St James' Settlement	Elderly with dementia in Central and Western district
6. Homantin Integrated Centre for Youth Development of Yang Memorial Methodist Social Service	Young people aged 6 - 35 in the Homantin area and families
7. Hong Kong Sheng Kung Hui Tseung Kwan O Aged Care Complex	Single living elderly and elderly needing specialist care
8. Small Group Homes of Hong Kong Christian Service	Children and teenagers aged 4-18 in need of proper care because of family difficulties and crises (e.g. child abuses, parents with illnesses etc.)
9. Hong Kong Family Welfare Society Shun Lee Integrated Family Service Centre	Low-income families
10. Children and Family Services Centre (Kowloon City) of the Hong Kong Society for the Protection of Children	Children from low-income families
11. T.O.U.C.H.-Support Service Centre for Ethnic Minorities of the Neighbourhood Advice-Action Council	Children and families of ethnic minorities in Tung Chung
12. Jockey Club Ping Shek Youth S.P.O.T. of the Hong Kong Federation of Youth Groups	Underprivileged children in Ping Shek area

**Table 2: List of Hong Kong Charities Interested in Participating in Complimentary Visits to the Hong Kong Observation Wheel Later in 2016**

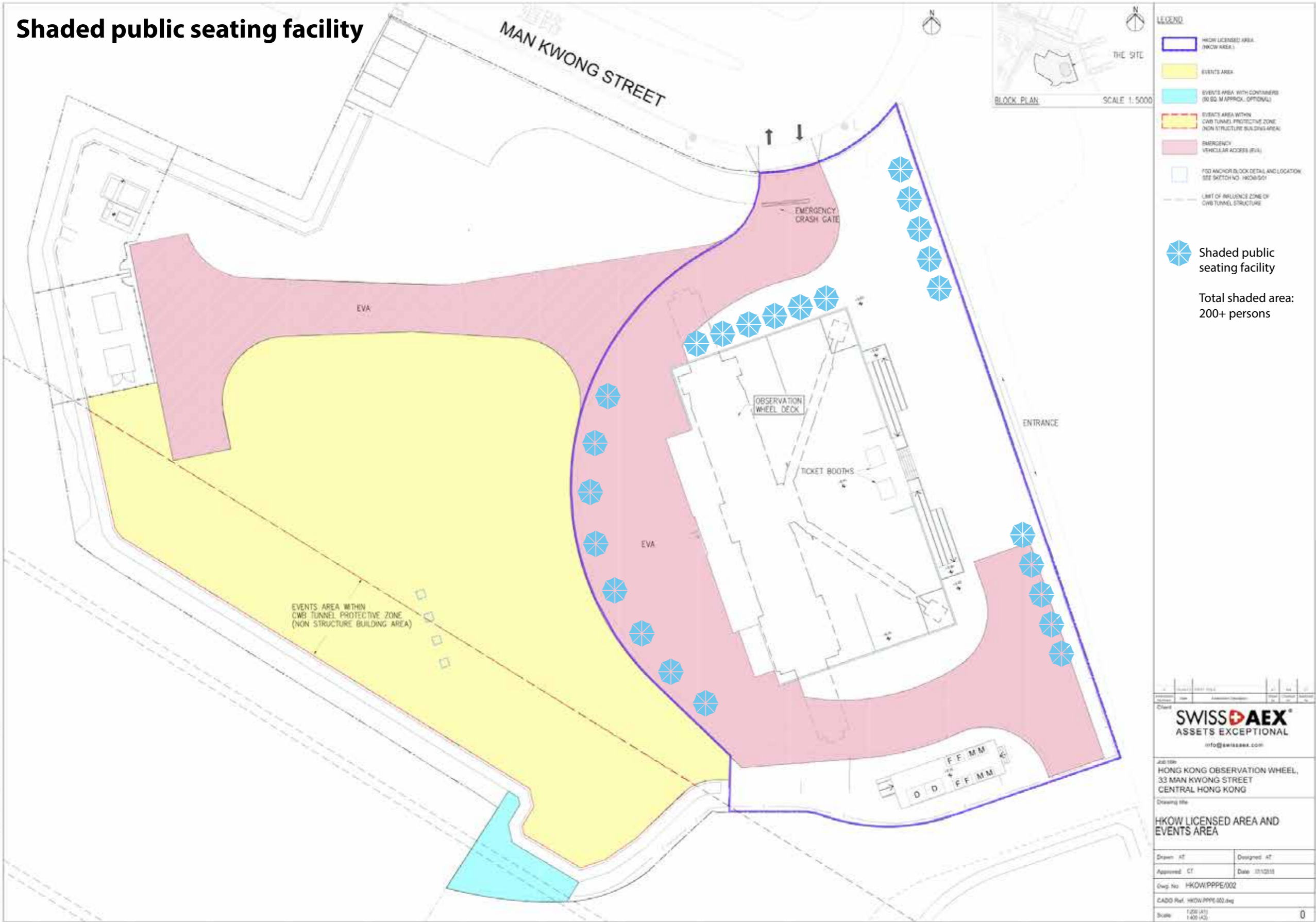
**Table 3: Detailed List of Charities to be Invited for Complimentary Visits to the Hong Kong Observation Wheel**

Organisations	Description
<i>Charities for elderly services</i>	
1. Helping Hand	Helping Hand offers rehabilitation service such as physiotherapy and occupational therapy for elderly, in addition to operating care homes, holiday centres and special housing units for them.
2. Hong Kong Sheng Kung Hui - W.C. Central & Western District Day Care Centre for the Elderly	Provides elderly aged 60 or above in the community who are weak and lack care with daily life assistance, social recreational services and rehabilitation services.
3. Yan Chai Nursing Home	Provides elderly homes, meal services, caretaking services, medical services, physiotherapy, occupational services, counseling services and social activities
<i>Charities for people with development disabilities</i>	
4. Yan Chai Hospital Sheung Wan Rehabilitation Service Centre	Provides people with mild intellectual disabilities with accommodation, community activities and assists them in employment.
5. The Nesbitt Centre (For English Speakers)	Assists students with a wide range of cognitive abilities to grow by providing opportunities to learn, experience and reach their full potential in life.
<i>Charities for low-income families</i>	
6. Hans Andersen Club	Hans Andersen Club purports to provide adequate training as well as readily accessible resources and trainings on storytelling and on devising creative games, and to serve the grass-root and under-privileged families and their children in Hong Kong.
7. Yan Oi Tong Siu Cheng Suk Ching Community Support Centre	Provides the disadvantaged individuals and families, especially jobless, low-income families, chronic disease sufferers and elderly, in Yuen Long and Tin Shui Wai with practical services, including cash aid, free home repair services, food, daily necessities, small electronics etc.
<i>Charities for children</i>	
8. The Boys' & Girls' Clubs Association of Hong Kong	The Boys' & Girls' Clubs Association of Hong Kong helps children and youth to attain well-balanced moral, intellectual, physical, social and aesthetic development.
9. Hong Kong Society for the Protection of Children	Hong Kong Society for the Protection of Children provides for and promotes the care, education and social development of children and families in partnership with the community.
10. S.K.H. St. Christopher's Home	S.K.H. St. Christopher's Home is a Christian association providing holistic services on children accommodation, counseling and health development.
<i>Charities for people with disabilities</i>	
11. The Hong Kong Society for Rehabilitation	The Hong Kong Society for Rehabilitation provides responsive and equality rehabilitation services for people with disability, chronic illness or problem of aging.
12. St. James' Settlement Rehabilitation Services	St. James' Settlement Rehabilitation Services offers comprehensive training, education, recreation services and local support to people with disability.
13. YMCA Home of Love - Sheltered Workshop	Serves people with intellectual and physical disabilities of various types as well as ex-mentally ill persons.
<i>Other charities</i>	
14. Children's Cancer Foundation	The foundation was established in 1989 to improve the quality of life for young cancer patients and their families by offering counseling, psychotherapy and assessment, financial, educational and social support, and manage halfway homes for convalescing patients.

## Annex 1

Souvenirs from local charities that enjoyed Complimentary Visits at the Hong Kong Observation Wheel.













**1**  
ANNIVERSARY 周年

12月5至6日  
慶祝香港摩天輪開幕一周年  
持有香港身份證\*可享所有門票

**半價優惠\***

持有香港摩天輪當天  
門票票尾+香港身份證\*  
的遊客可享 食品及飲料

**半價享用\***

特別開放時間直至凌晨1時

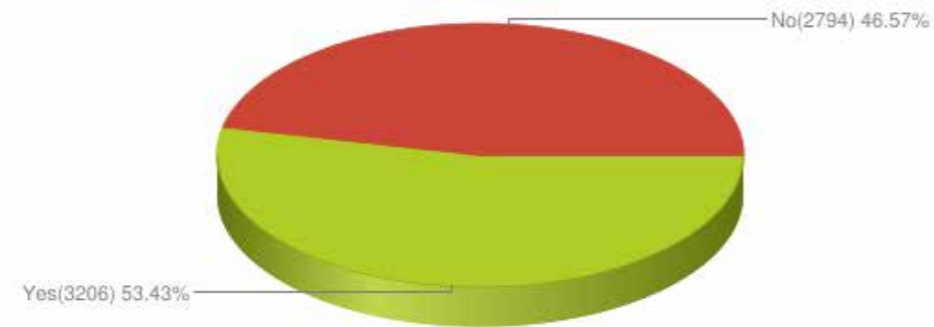






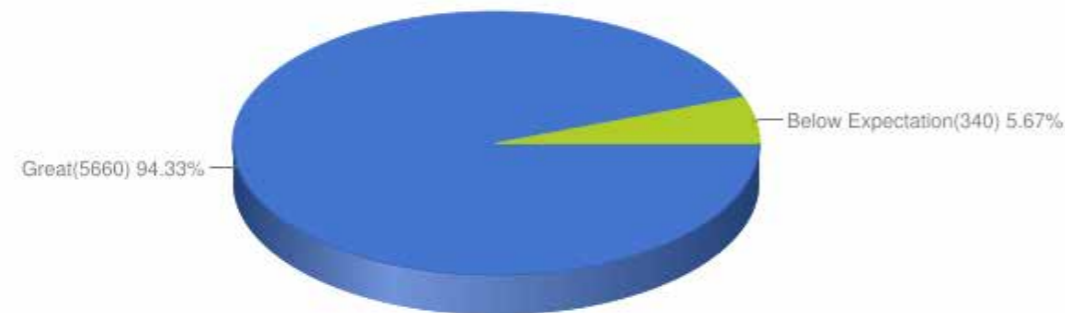
## 1. Are you a Hong Kong Resident?

Results based on 6000 responses to this question.



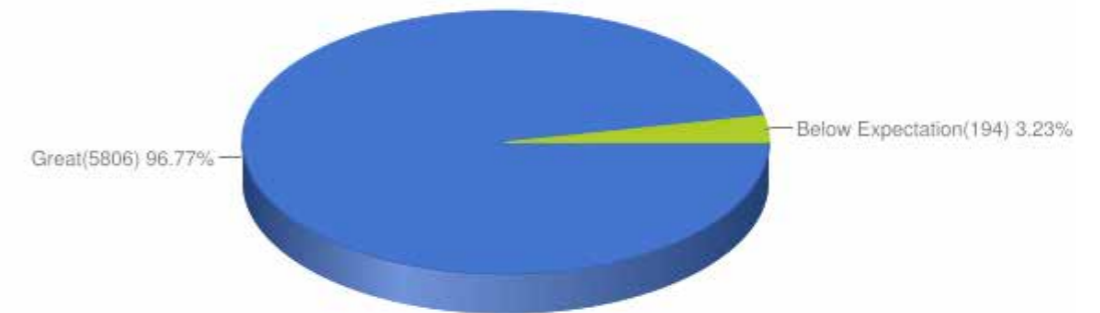
## 2. How was your overall experience/journey at the Hong Kong Observation Wheel today?

Results based on 6000 responses to this question.



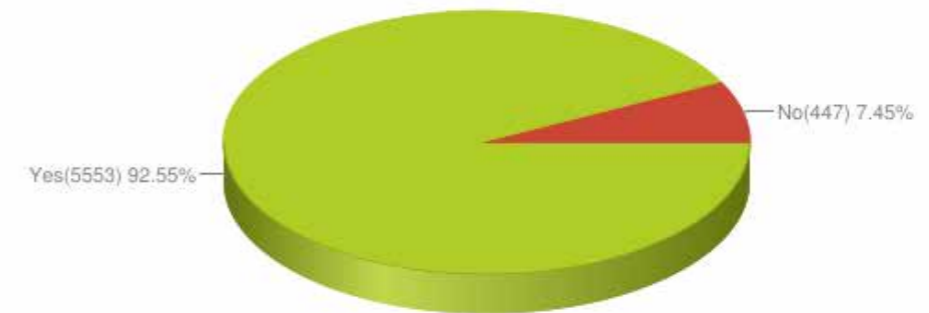
## 3. How were you received by our staff?

Results based on 6000 responses to this question.



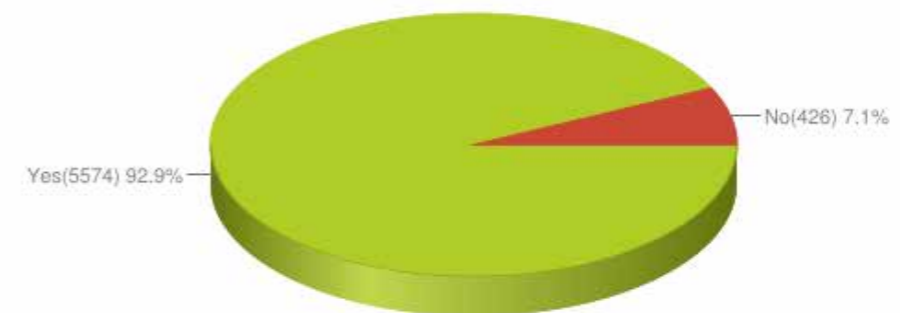
## 4. Would you like the Hong Kong Observation Wheel to be a permanent attraction in Hong Kong?

Results based on 6000 responses to this question.



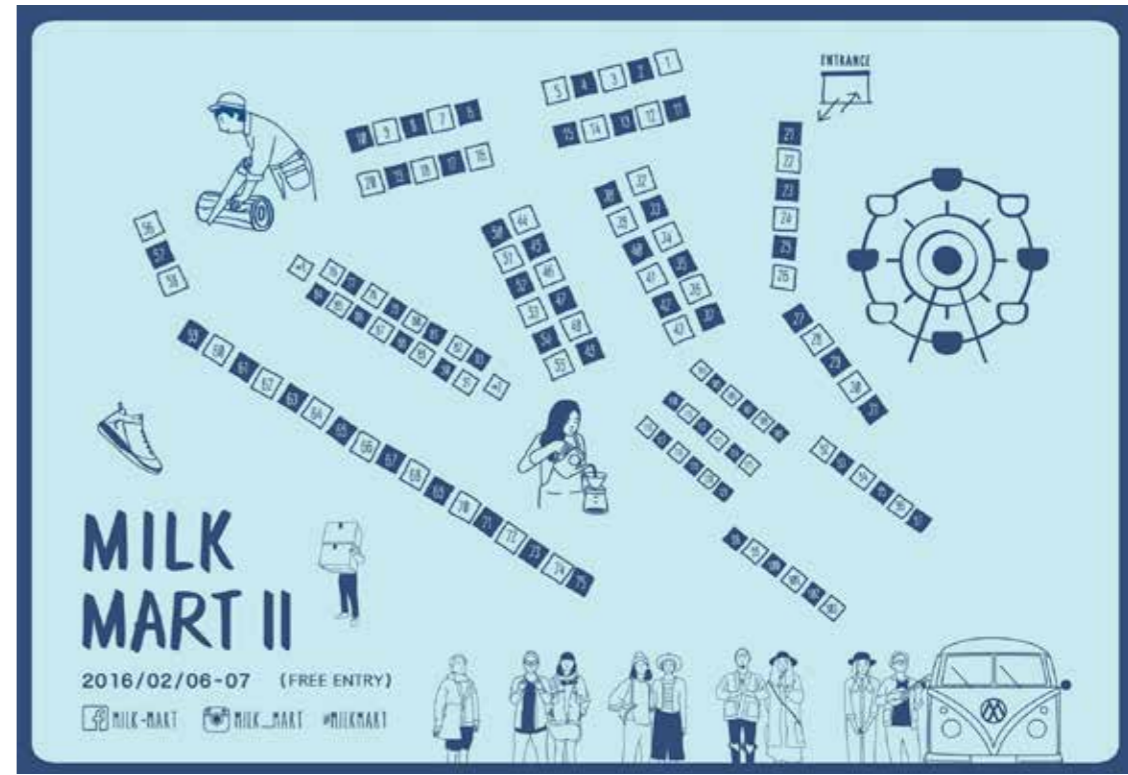
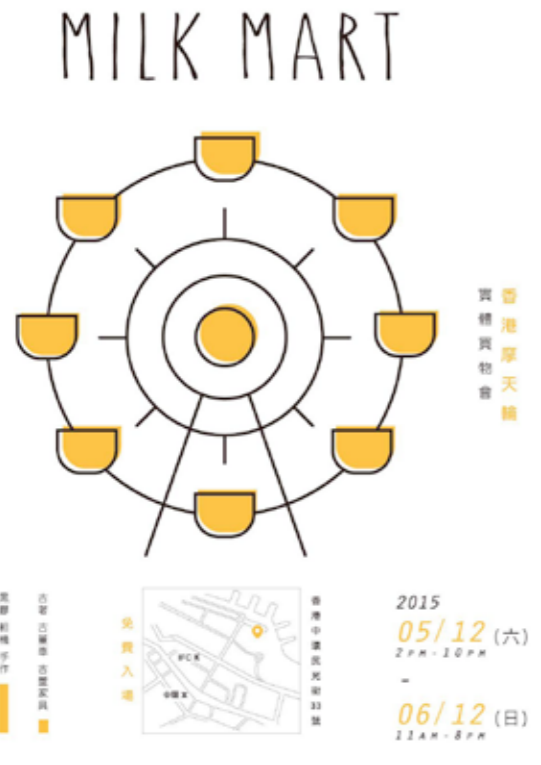
## 5. Would you recommend the Hong Kong Observation Wheel to others?

Results based on 6000 responses to this question.







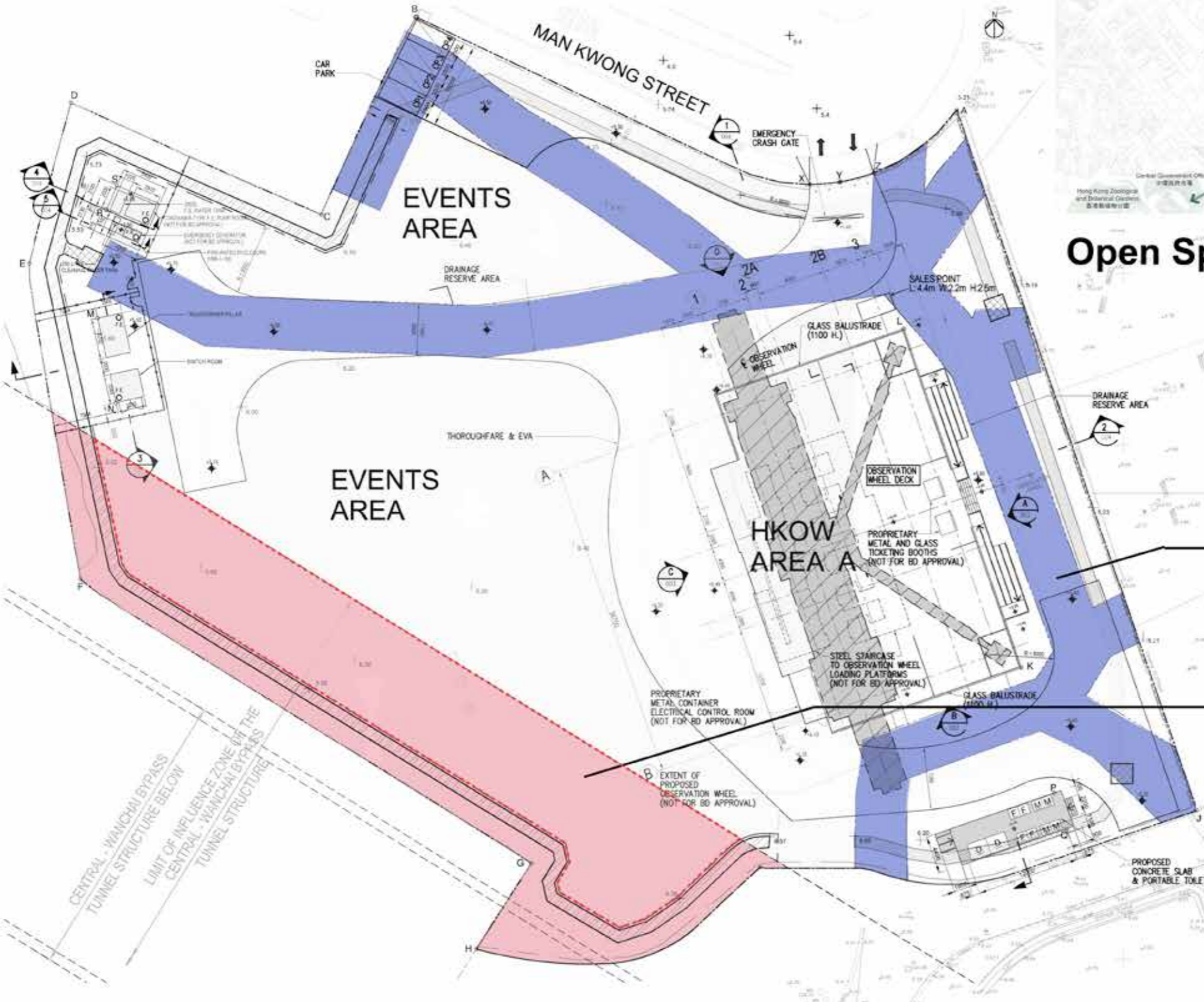








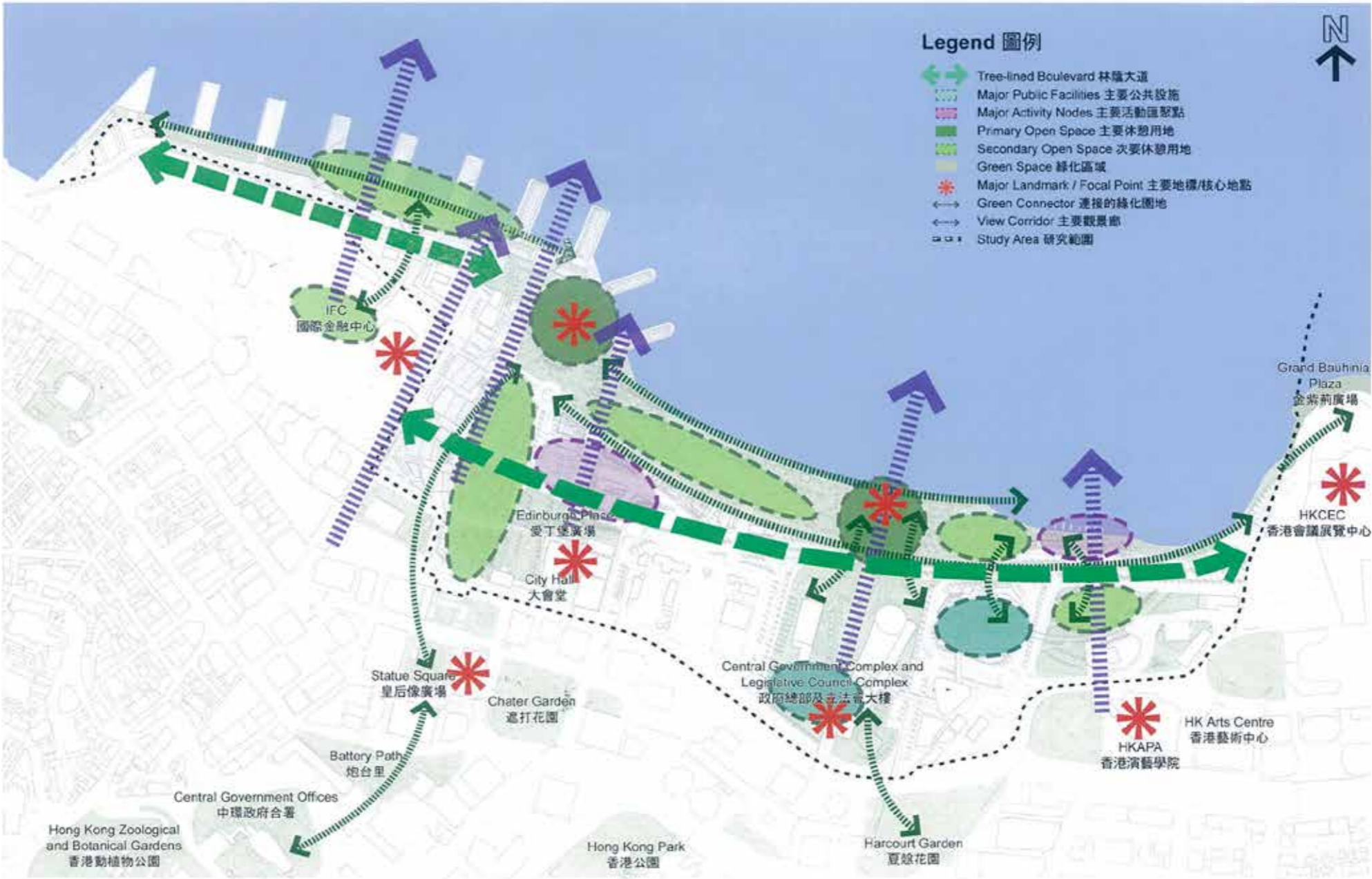




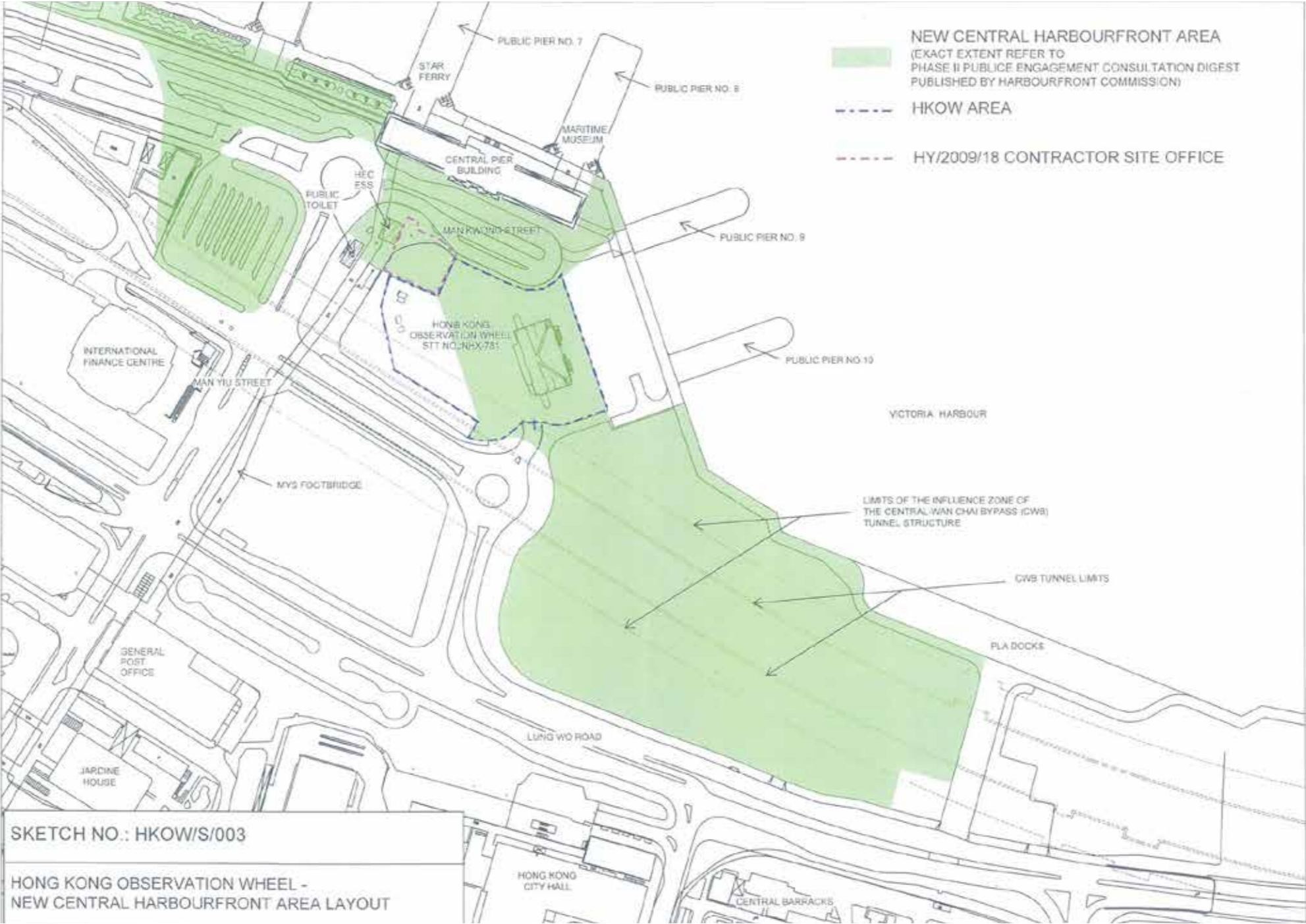
Open Space Network Plan (2012)

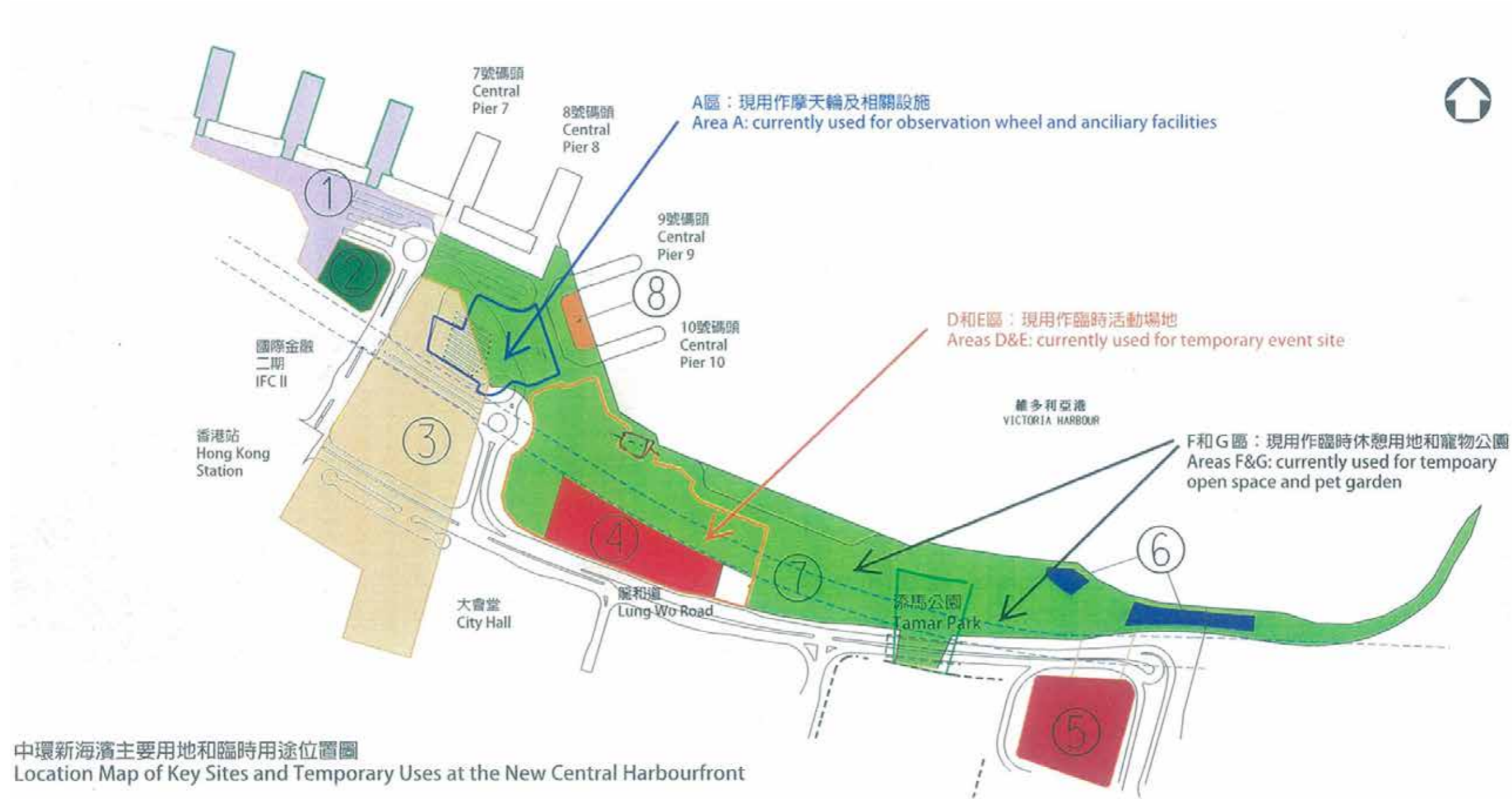
2012 Design Constraint:  
Drainage Reserve Area

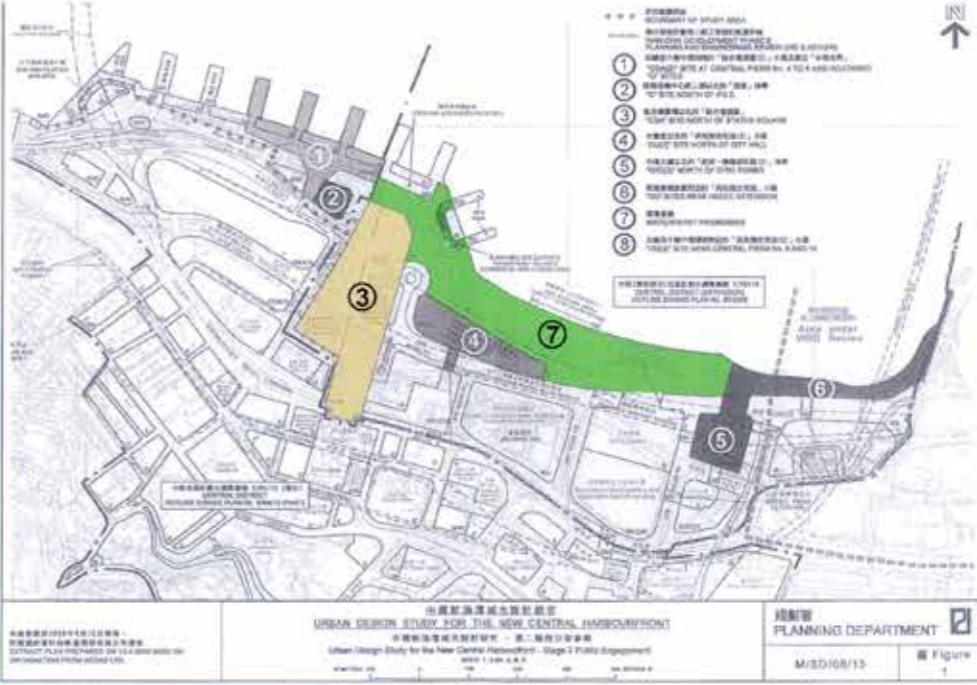
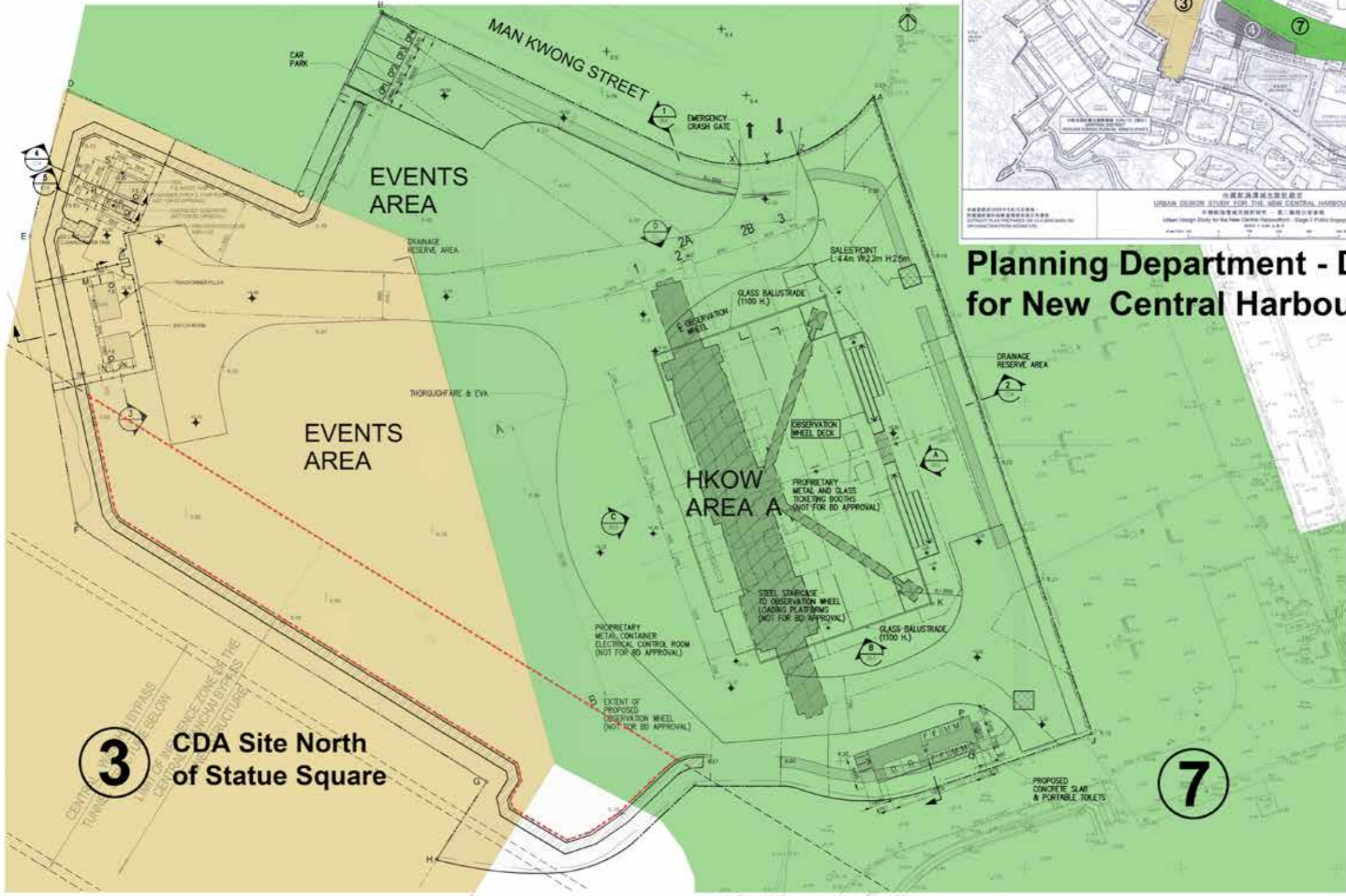
2012 Design Constraint:  
Tunnel Protective Zone



# Open Space Network Plan (2012)

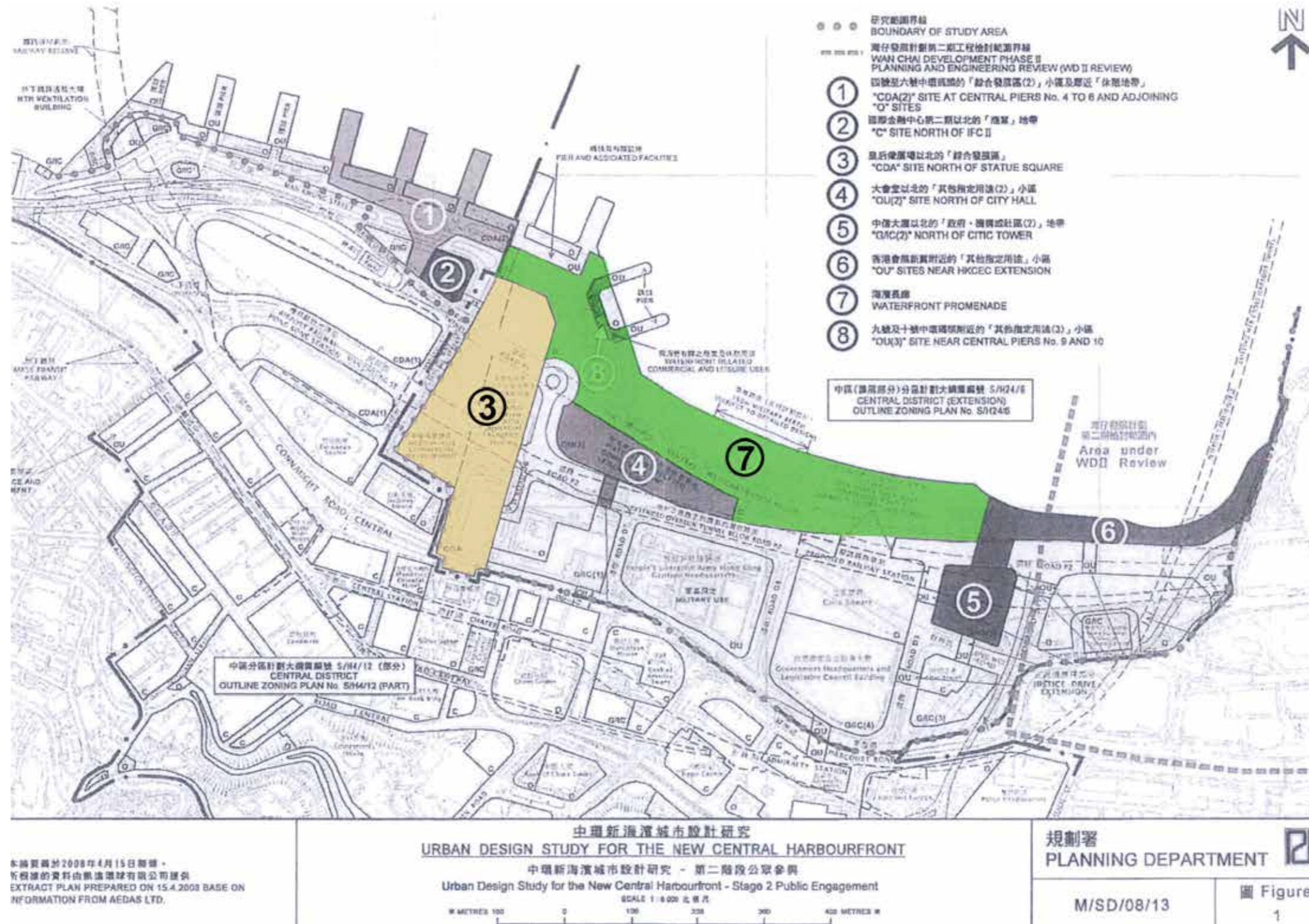






Planning Department - Design Study for New Central Harbourfront



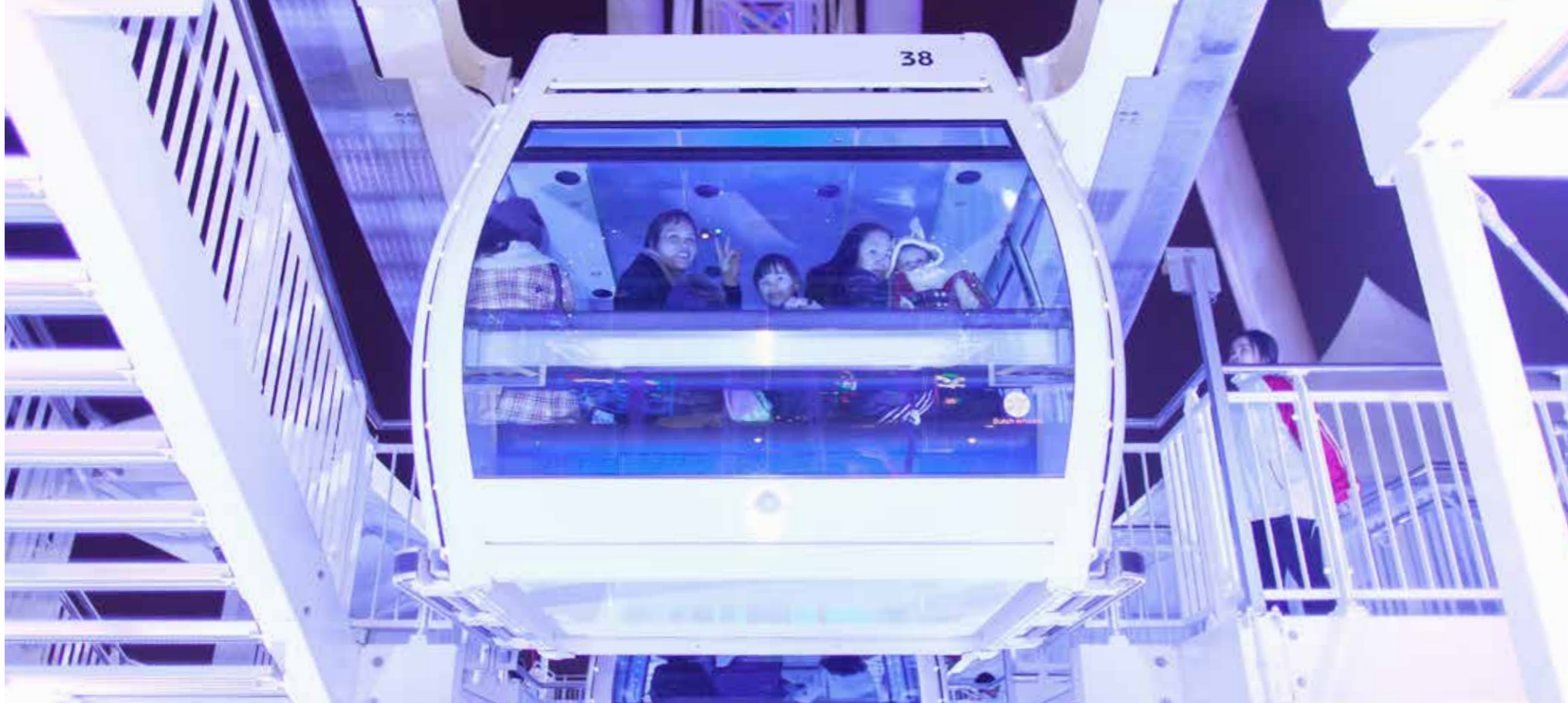


Tamar park



The Hong Kong  
Observation Wheel







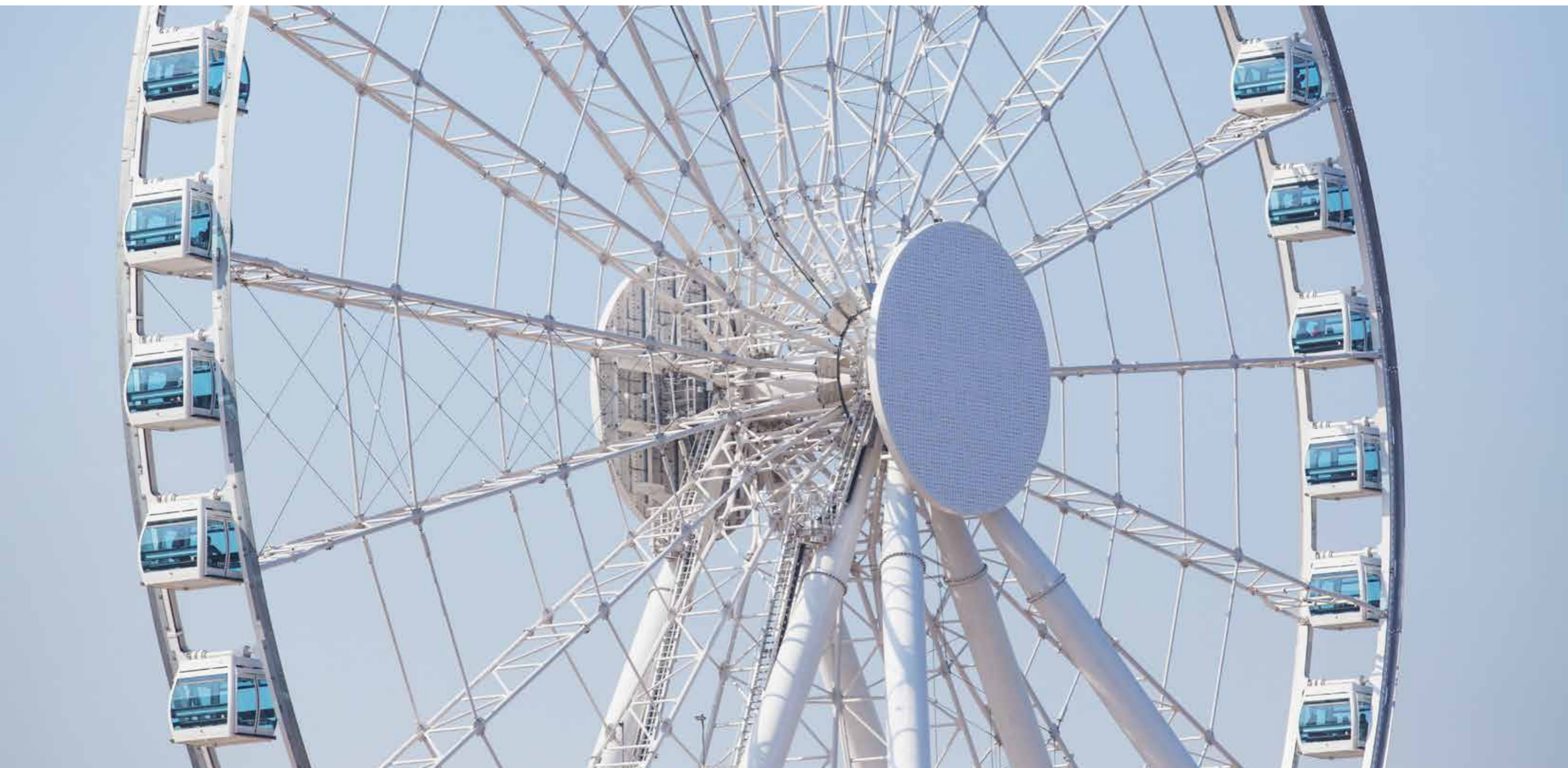








# Harbourfront Commission Discussion Paper **Appendices**



The Hong Kong  
Observation Wheel  
香港摩天輪

**SWISS+AEX**<sup>®</sup>  
ASSETS EXCEPTIONAL