

# **Task Force on Water-land Interface**

For discussion  
on 8 November 2018

TFWL/02/2018

## **Branding and Publicity Campaign for the Victoria Harbour and Harbourfront Areas**

### **PURPOSE**

This paper invites Members to provide suggestions on the proposed branding and publicity campaign for the Victoria Harbour and its harbourfront areas.

### **BACKGROUND**

2. Victoria Harbour is one of the most precious natural assets of Hong Kong. To facilitate public enjoyment of its harbourfront areas, the Government has been working closely with the Harbourfront Commission (HC) in taking forward harbourfront projects in providing a continuous promenade and quality open space along the waterfront in recent years<sup>1</sup>. These projects are the “hardware”, the physical aspects. Our efforts in rolling out more projects, and we will make a report at the next HC meeting to invite members’ views on the priority projects we intend to implement in the next few years. In this paper, we wish to talk about the “software” aspects, in particular the need to strengthen the image of and branding for the Victoria Harbour and its harbourfront areas. We believe that attention to these “software” qualities is as crucial for the success of our waterfront projects as the “hardware”.

3. Timing-wise, with the many harbourfront enhancement initiatives materializing in the coming years<sup>2</sup>, it would be opportune for us to step up the branding and publicity efforts now so as to start nurturing the visitor market for the newly completed as well as soon-to-be-completed harbourfront projects. Both the “hardware” and

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<sup>1</sup> Completed projects include many waterfront promenades that are popular among locals and tourists, such as the new Central harbourfront promenade, the open space and pet garden on both sides of Tamar Park, the Quarry Bay Promenade, phases 1 and 2 of Kwun Tong Promenade, the promenade connecting Hung Hom to Tsim Sha Tsui, and the Hoi Fai Road Promenade.

<sup>2</sup> These include the two promenades on both sides of the Hong Kong Convention and Exhibition Centre, the proposed boardwalk underneath the Island Eastern Corridor, the public open space at the harbourfront of Shing Sai Road of Kennedy Town, enhancement of the Tsuen Wan promenade and the Hoi Sham Park extension project.

“software” are needed for complementing each other – an accessible and attractive harbourfront would retain people, while publicity, active and passive alike, would help drawing more to it.

### OBJECTIVES

4. The main objective of the branding and publicity campaign aims to curate, promote and highlight the unique identity of the Victoria Harbour and its harbourfront areas. Specifically, it would emphasize that our Harbour is not the mere backdrop of our daily lives or events in town, but is also an attraction in its own right and opened to all. Our Harbour is attractive, vibrant, and accessible for people of all walks of life. It is a world-class asset of Hong Kong that would make the local residents proud and draw admiration from our visitors. These would be the key messages to be promoted, to name a few.

5. During the campaign, it is expected that members of the public would come forth with their ideas so we could all contribute to beautify our waterfront and to make it lively and enjoyable, including what sort of activities that they prefer, or how different sectors could contribute or collaborate to further improve the vibrancy. These views and experiences shared would facilitate the HC and the Harbour Office to contemplate on the future planning of other waterfront projects.

### PAST PROMOTION WORK DONE

6. Various efforts have been made in the past to promote the Victoria Harbour. These include the “Eye-On Victoria – Call for Victoria Harbour Icon Design” competition organized by the Government and the HC in 2011. Some 900 entries were received and the following one was selected as the winning icon. It has been used in different harbourfront signage and other relevant materials.



7. In 2016, in collaboration with RoadShow, a series of short features were produced to introduce the various initiatives under the

Development Bureau. Among the 20 features produced, four were related to the harbourfront<sup>3</sup>, including harbourfront planning, the Central Harbourfront Event Space, Kwun Tong Promenade, as well as the Urban Design Study for the Wan Chai North and North Point Harbourfront. During this period, the Information Services Department had also produced a harbourfront-related story, featuring the former HC Chairman and the then Secretary for Development.

8. In 2017, a TV Announcement in the Public Interest under the motif of “Your staycation, your harbourfront”, was produced. It was aired on TV and Radio outlets, as well as on the multimedia broadcast of the Airport Express Link and East Rail Line of MTR.

### **THE CAMPAIGN**

9. While promoting the Victoria Harbour as a whole, specific publicity efforts would be made to individual harbourfront areas taking into account their peculiar characteristics and implementation workplans. In devising detailed promotional messages, references would also be made to the vision and mission set out in the Harbour Planning Principles and Guidelines, especially the theme of “a harbour for the people, a harbour of life”. Specifically, the following core deliverables are proposed.

#### ***Mass-appealing events***

10. A number of well-received events had taken place in our harbourfront in recent years, such as “eason and the duo band – L.O.V.E is L.I.V.E Concert” at the Observation Wheel, the annual Wine and Dine Festival at the Central Harbourfront Event Space, and the Hong Kong Marathon which routes through harbourfront areas. Despite their popularity, they are usually being remembered as taking place *at* the harbourfront, but not *for* the harbourfront. To further promote our Harbour and its waterfront as a place for Hong Kong’s favourite past-time amongst other things, we need to create its own brand by highlighting its identity. Activities should be organized around the Harbour for capitalizing its characteristics and celebrating its value. We can for example ride on existing activities unique to waterfront locations such as fireworks displays to see what

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<sup>3</sup> The others were related to urban planning, cycle track, Lantau development and Smart City etc.

more side events can be held to encourage people to enjoy a day-out at the harbourfront. There are also other activities that are not specific to waterfront locations but could nevertheless capture the unique harbour setting. These include informal performances, bazaar, etc. What is important is that they should be treasured as a harbourfront event instead of only an event on the harbourfront.

11. As an initial idea, something like a Harbour Day could be explored, where visitors from all walks of life; individuals, couples and families; locals and foreigners alike, could all gather to enjoy our lovely Harbour. Activities to be organized could take place both on land and sea or more, so as to fully unleash the potential of our Harbour. On the other hand, we could also enhance our “appearance” in some well-known events by say considering co-organization or taking on a more proactive facilitator role in bringing them to the Harbour. Examples could include international ship races or boat races.

12. Other suggestions include identifying with public participation lookout points which give unique views of our Harbour, for example, setting against landmark buildings along the skyline (such as the cruise terminal) or during special time of the day or year (such as autumn sunset) and promoting these spots amongst our residents or visitors. Another possibility is to make better use of the new Central Harbourfront for HC to organise in collaboration with outside parties as appropriate thematic events such as get well in summer @ harbourfront or Mozart @ harbourfront to draw more people to spend more time close to the water.

### ***Other possible deliverables***

13. To amplify the promotional impact, some forms of transmittal means are particularly important in the digital age. In this connection, we would propose to produce an updated video showcasing the Victoria Harbour and its harbourfront area, as well as upcoming projects in a contemporary manner. It could also give an introduction on the role of the HC. In addition, some topical clips that are more vivid in style could also be produced for wider and quicker circulation and social media engagement.

14. Pictures speak louder than words these days. Against this background, we also propose to compile an online photo archive for our Harbour and its harbourfront areas. For achieving greater

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synergy and generating more public participation, a photo competition could be organized to collect pictures for the archive. Besides, efforts could be made to further promote the Victoria Harbour icon. Ideas to publicize the Harbour by riding on different festive seasons could also be explored. For instance, there could be e-Christmas cards featuring the Harbour; or online stories / posts featuring the most popular harbourfront areas for celebrating Valentine's day.

### **NEXT STEP**

15. Subject to any other suggestions that Members may have, we would fine-tune the details of the campaign with a view to rolling it out early next year. To tap into the expertise of external consultants, we would need to engage their service where necessary. We would keep Members abreast of the details of the publicity items as things move on.

**Harbour Office  
Development Bureau  
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