

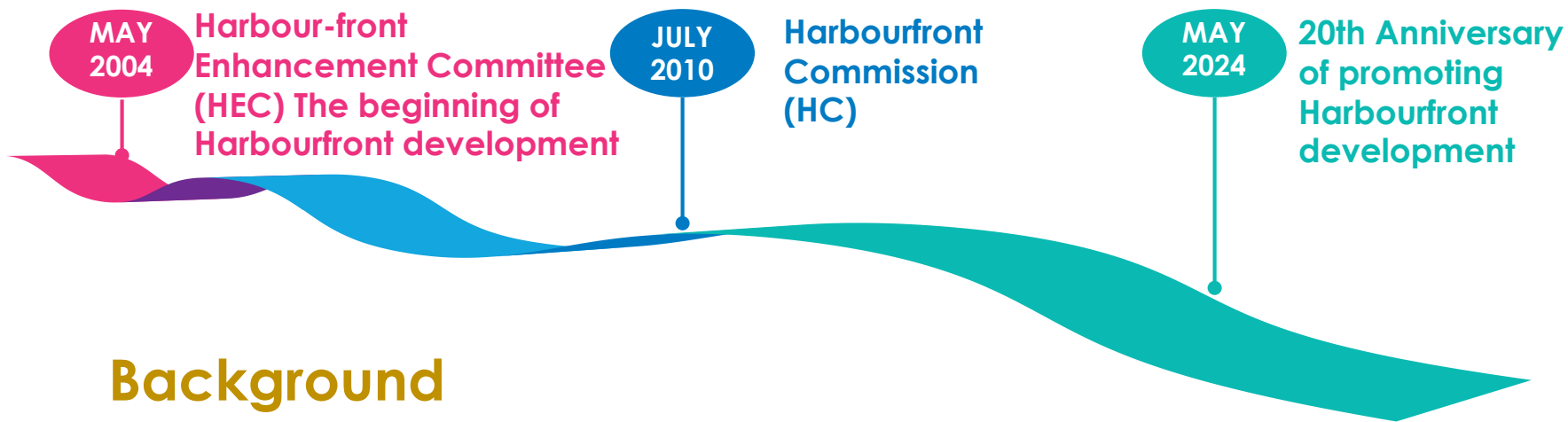


# Celebration for the **20<sup>th</sup> Anniversary** of promoting Harbourfront development

## Progress Updates

Task Force on Water-land Interface and Harbourfront Activation

17 October 2023



## Background

Since the establishment of the former Harbour-front Enhancement Committee (HEC) in 2004, followed by the succession of the Harbourfront Commission (HC) in 2010, continuous efforts have been made to foster and facilitate the development of the Victoria Harbourfront.

To mark the **20th anniversary** of promoting Harbourfront development, a series of events/activities is being held from **Q2 2023 to Q4 2024** with the following **objectives** –

1. to **promote** the **brand of “Victoria Harbour”**;
2. to **cultivate** a positive appeal for **harbourfront enhancement**;
3. to **advocate** the concept of **Harbourfront Shared Spaces (HSS)**;
4. to **engage** with the public, with a view to providing the general public with **greater enjoyment** and **better harbourfront experiences**; and
5. to **keep record** on the development process in the past 20 years, and to **pass on** the **experience and spirits**.



## Contents

1. Anniversary Publication
2. Victoria Harbourfront Photo and Short Video Competition
3. Public Engagement Activities
4. Digital Promotions and Advertisement



# 1. Anniversary Publication

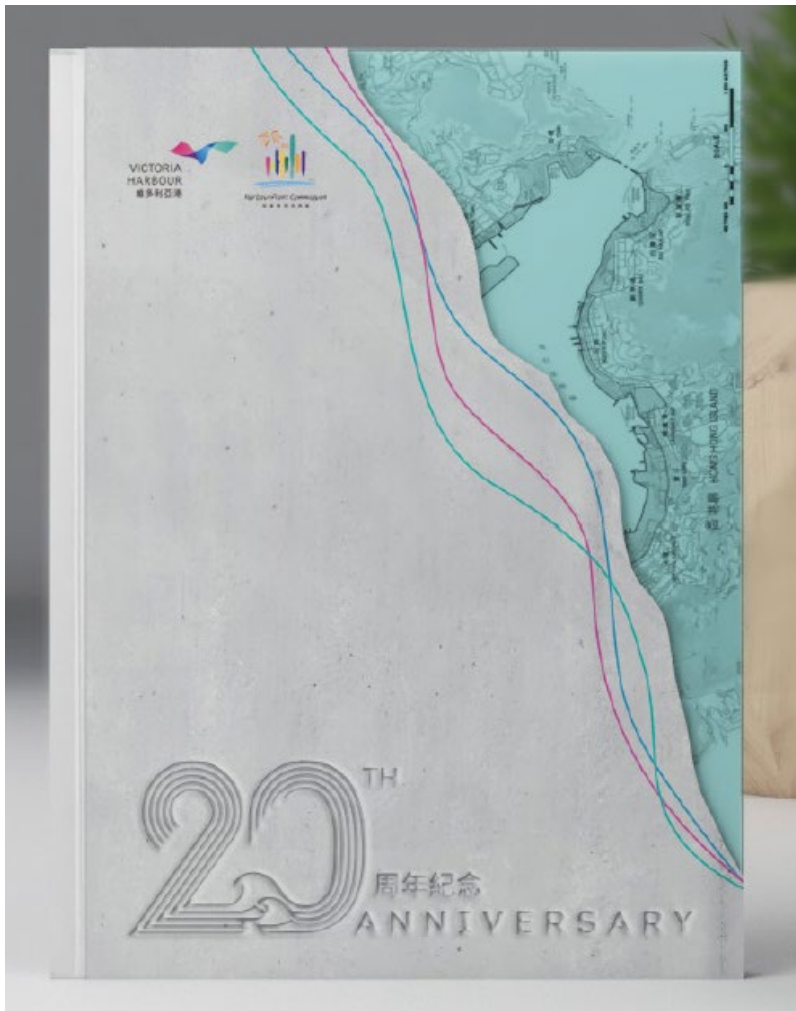


Full Version of Logo

Simplified Version of Logo



# 1. Anniversary Publication



**Target publication date: Q2 2024**

## Suggested contents

- Milestones and achievements
- Major ideas advocated by HC
- Interviews with key individuals
- Sharing by HC members and key partners, etc.

## Target readers

- Printed version:
  - HC & Task Force Members
  - Key partners / stakeholders
  - Official parties outside HKSARG
- E-version:
  - Public

## Specifications

- Size: Approx. 260mm (H) x 180mm (W)
- Approx. 30,000 words
- Chinese and English



# 1. Anniversary Publication



## Actions to be taken

- Invitation for contributions from Chairs, HC members & other Government B/Ds
- Interviews between HC Chairman and key individuals
- Photo-shooting session for ALL HC members

## 2. Victoria Harbourfront Photo and Short Video Competition

### Theme - The Best Moment of Victoria Harbourfront

#### Purpose

- To showcase the best moment and uniqueness of both sides of the Victoria Harbourfront
- To encourage the public to appreciate the harbourfront from different perspectives and deepen their understanding of the surroundings of the Harbour

#### Competition Details

- **Groups:** Open Group / Student Group
- **Categories:** Photo / Short Video
- **Entry Type:** Smartphone / Camera



The poster features a central circular graphic with a wheel-like design, containing various scenes from the Victoria Harbourfront: a night cityscape, a yellow duck-shaped boat, and a sign for 'HARBOUR CHILL'. Text on the left includes the competition title in Chinese and English, the submission period, and social media links.

維多利亞港  
維多利亞港  
維多利亞港

VICTORIA  
HARBOUR  
維多利亞港

維港海濱  
攝影及短片創作比賽  
Victoria Harbourfront  
Photo and Short Video Competition

作品徵集期  
Submission Period  
1/9/2023 — 31/10/2023

f @ Harbourfront-PopUp.HK 香港海濱

**Dedicated website:** <https://harbourfront-competition.hk/>

**Launch date:** Q3 2023

### 3. Public Engagement Activities

#### Ceremony



#### Exhibition



Target launch date: Q2 2024

#### Suggested programmes

- Celebration ceremonies & performances
- Exhibitions

#### Other possible arrangements

- Examples: workshops, guided tours, water sports events, etc.
- Distribution of souvenirs

##### 1. Paint by Numbers Kits



##### 2. Pop-up art



##### 3. VH Clothing



##### 4. Badges



##### 5. Stationery items



##### 6. Water bottle



##### 7. Drawstring backpack



##### 8. Water-proof bag



##### 9. Mobile phone strap



##### 10. Umbrella







## 4. Digital Promotions & Advertisement

### Digital media promotion

- KOLs / influencers
- E-Magazines
- E-news
- Digital ads



02

### Advertising

- Ferry / tram / bus
- Banners
- Posters

### Social media promotion

12 months  
(launched on 6 June 2023)



03

Target launch date: Q2 to Q4 2024



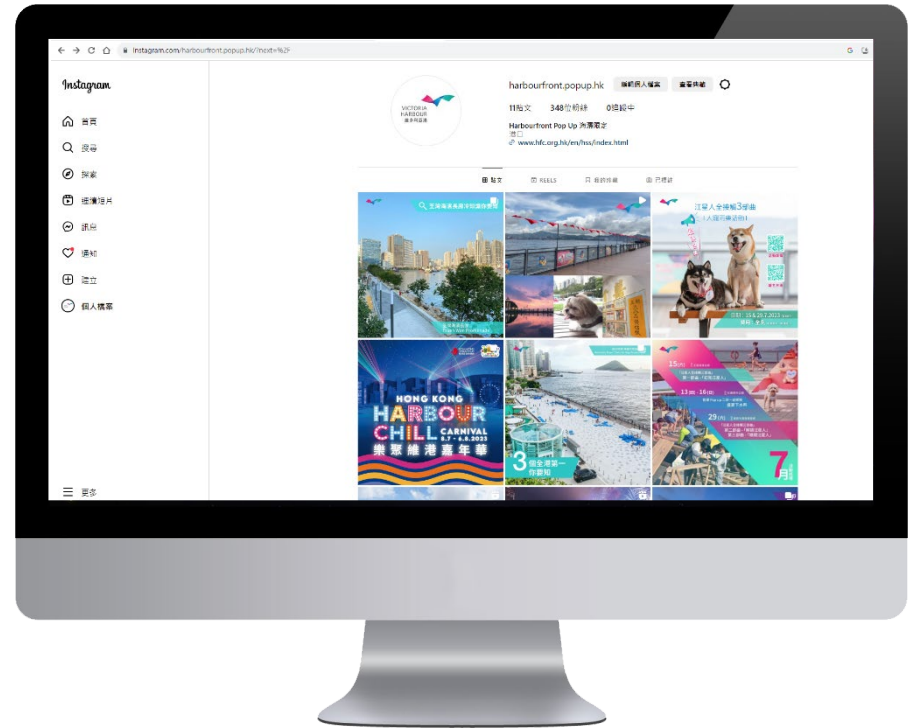
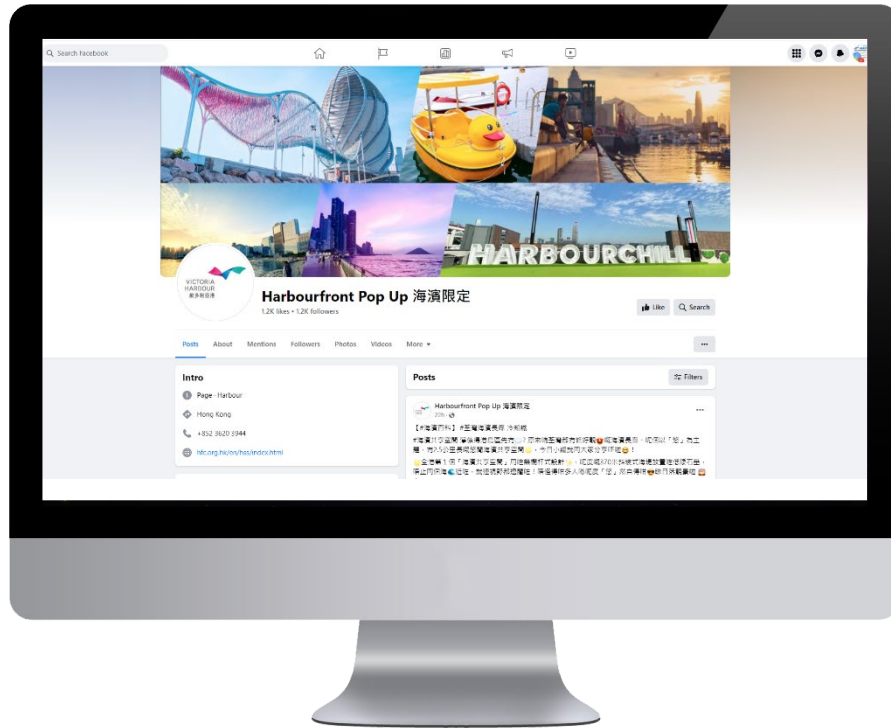
# 4. Digital Promotions & Advertisement

## Social media promotion



<https://www.facebook.com/harbourfront.popup.hk>

<https://www.instagram.com/harbourfront.popup.hk/>



Launch date: 6 June 2023



# Tentative Timeline

## Anniversary publication (1)

- Project commenced

## Digital Promotion & Advertisement (4)

- Launched social media accounts

## Photo and Video Competition (2)

- Submission deadline

## Digital Promotion & Advertisement (4)

- Ongoing

## Anniversary publication (1)

- Publication

## Celebration Ceremonies (3)

- Organise in early May

## Public Engagement Activities (3)

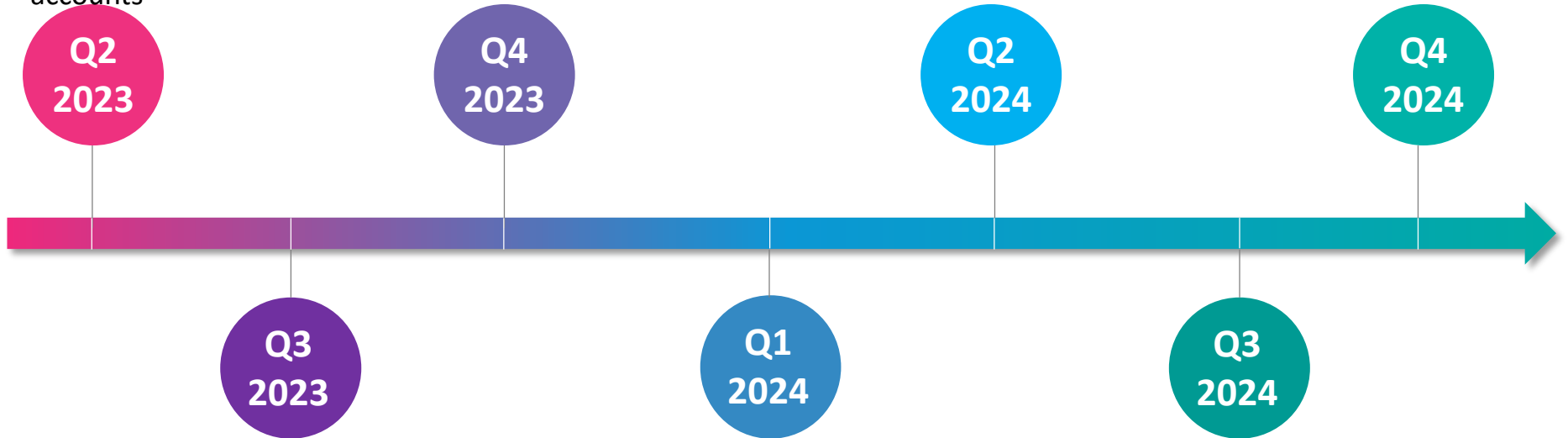
- Ongoing

## Digital Promotion & Advertisement (4)

- Ongoing

## Public Engagement Activities (3)

- Completion
- ## Digital Promotion & Advertisement (4)
- Completion



## Photo and Video Competition (2)

- Opened for entry submission

## Digital Promotion & Advertisement (4)

- Ongoing

## Photo and Video Competition (2)

- Result announcement

## Public Engagement Activities (3)

- Project commencement

## Public Engagement Activities (3)

- Ongoing

## Digital Promotion & Advertisement (4)

- Ongoing

**THANK YOU**