

THE HONG KONG HOUSING AUTHORITY

Memorandum for the Commercial Properties Committee

Millennium Promotion Activities for Shopping Centres

PURPOSE

To inform Members of the promotion activities planned for the new millennium celebration in Housing Authority (HA) shopping centres.

BACKGROUND

2. Celebration of the new millennium will be world-wide. The Hong Kong SAR Government has drawn up major projects for the new millennium celebration, while many community organizations and private enterprises in the territory will also participate and organize their own celebration activities at local level.

3. The Department is keen that the HA should be actively involved in territory-wide millennium celebration initiatives, and has been planning a series of celebration activities for HA shopping centres to build up a special shopping atmosphere, boost patronage and enhance the corporate image. It is intended to create a truly memorable occasion to all commercial tenants and shoppers through the launch of various kinds of promotion activities during the festive period. Towards this end, the Department has maintained close liaison with various business partners, community organizations and the Home Affairs Department (HAD) for joint ventures to bring more entertainment for this meaningful celebration.

MILLENNIUM ACTIVITIES

4. To welcome this very special year, the Department's Commercial Properties Division has tailor-made a series of special promotion activities to celebrate the new millennium with the main theme of “**Towards a Prosperous Millennium**” (跨越新紀元 , 百業齊興旺) to stress the promising future for our shopping centres and the economy of Hong Kong as a whole. The promotion programmes planned will encompass -

a) **Special Millennium Passport**

This concept is the first of its kind in that it involves all 109 HA shopping centres in the territory at the same time, and will last from mid-December 1999 to the end of January 2000. An attractively designed 'passport' will be issued to shoppers carrying vouchers for gifts and souvenirs, as well as lucky draw tickets, redeemable depending on the number of shopping centres visited. A grand lucky draw will be the highlight at the end of the month, with a closing ceremony for presentation of certificates to patrons recording the highest number of visits to our shopping centres throughout the event.

b) **Joint Ventures**

A series of thematic millennium activities for various shopping centres will include “ARTability 2000”, “Lighting Ceremony - City of Light and Sound”, “Millennium Countdown”, “Millennium Dance Performance”, “Well Wish Tree - 2000”, “Into the Millennium Radio Show” and “2000 Chinese New Year Parade”, etc; jointly organized with Arts with the Disabled Association Hong Kong, HAD, ICRD, City Contemporary Dance Company, Metro Broadcast, Radio Television Hong Kong and Hong Kong Tourist Association (HKTA) respectively to celebrate the new millennium. The Department will also launch a promotion campaign together with the Hong Kong Public Housing Estate Shop Operators Union to promote “Best Service to the Customers” in line with the main theme of the Department's activities as we move into the new millennium.

c) Miscellaneous Celebration Events

In addition to the activities mentioned above, the Authority will also launch a stream of events spanning the three months from early December 1999 to end of February 2000 to foster the festive atmosphere in various shopping centres. The events will include instant lucky draws, shopping centres anniversaries cum millennium celebration, variety shows, children's carnivals, drama shows and singing performances, highlighted by the "Millennium Character Parade", "Y2K Instant Computer Game" and "Millennium Lucky Roulette" etc.

d) Publicity

Media coverage for these joyful festivities is also expected to be prominent and extensive. The many publicity tools used will include

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- i) Newspaper & Periodical Magazine Advertisement
- ii) Posters & Shopping Centre Newsletters
- iii) Radio
- iv) Press release
- v) HA Homepage on Internet - Millennium Programme Highlights
- vi) HKTA Website & Traveller's Guide
- vii) Millennium Souvenir - millennium watch

5. To facilitate smooth implementation of the festivities in HA shopping centres, contacts with anchor tenants and Merchants Associations have been stepped up to further strengthen partnerships and the active participation of commercial tenants and front-line management. Detailed descriptions of the millennium activities highlighting special features are at **Annexes A to D.**

CENTRALIZED MILLENNIUM DECORATION

6. In alignment with the scale of celebration activities, centralization of millennium decoration will be arranged to cover large groups of shopping centres in order to achieve greater efficiency and cost effectiveness. Design and artwork of the decoration will incorporate the slogan of “**Towards a Prosperous Millennium**” (跨越新紀元 , 百業齊興旺), and a common decor will be used throughout to foster a consistent theme for millennium celebration in all HA shopping centres.

FINANCIAL IMPLICATIONS

7. The 1999/2000 budget provision has allowed for an expenditure of \$7.2M for millennium activities. Part of the cost of the activities will be absorbed through sponsorship from various business partners, in particular anchor commercial tenants, in the form of gifts and prizes.

INFORMATION

8. This paper is issued for Members' information.

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