

Doc Type	CPC
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Title	Promotion Programmes for Shopping Centres in 1995/96 and 1996/97
CONTENTS	<p>CPC 29/96</p> <p>THE HONG KONG HOUSING AUTHORITY</p> <p>Memorandum for the Commercial Properties Committee</p> <p>Promotion Programmes for Shopping Centres in 1995/96 and 1996/97</p> <p>PURPOSE</p> <p>To inform Members of the promotional activities for Housing Authority shopping centres conducted in the year 1995/96 and those planned for 1996/97.</p> <p>BACKGROUND</p> <p>2. This paper gives Members an annual update on promotional activities arranged to promote the image and sustain the competitiveness of Housing Authority shopping centres. These activities are spearheaded and focused by the Commercial Properties Division with the assistance of sponsors and local estate staff.</p> <p>PROMOTIONAL ACTIVITIES IN 1995/96</p> <p>3. Promotional activities in 1995/96 can be generally categorised into four areas, namely-</p> <p>(a) civic, educational and other community activities;</p> <p>(b) publicity and image building;</p> <p>(c) special events; and</p> <p>(d) on-going promotional activities.</p> <p>(a) Civic, Educational and Other Community Activities</p> <p>4. The emphasis in promotional activities continued to be on educational and other community programmes. A total of 40,000 hours of such activities were organized with various government departments, voluntary agencies and community organizations concerned to stimulate public awareness and knowledge of social or environmental issues. The major activities included -</p> <p>(i) The Story of Hong Kong Comics 1950-70 Exhibition (»'ä°©µe-G"Æ1950 - 1970 ®iÄý)</p> <p>5. This exhibition was jointly organized with Hong Kong Arts Centre in Lok Fu Shopping Centre on 9-10 December 1995, with a musical production featuring well-known comic characters at the opening ceremony.</p> <p>(ii) The Second Hong Kong Telecommunication Today Exhibition (²Ä¤G©¡³q°T·s³¼®iÄý)</p> <p>6. This exhibition was staged in Lok Fu Shopping Centre to provide the public with</p>

information on the new telecommunication technology and various telecommunication products and services, including paging, mobile phone, fixed network and multi-media communication. The event attracted wide coverage in the press.

(iii) Fund-raising Activities

7. This year, a considerable number of fund-raising campaigns were jointly organized with voluntary or commercial organizations, including the 'Toys in My Heart Carnival' (玩具在我的心中嘉年华), 'Old Books Recycling Campaign' (旧书回收活动), 'Charitable Rice Dumpling Wrapping Event' (慈善汤圆包工), 'Orbis Flying Hospital Exhibition cum Charity Sale' (Orbis 飞行医院展览暨慈善义卖) and 'Community Chest Fund-raising Carnival' (社区基金筹款嘉年华). With the participation of TV stars, Miss Hong Kong and famous artists, a considerable amount was raised on each occasion.

(iv) The 1995 Keep Estates Clean Campaign Opening Ceremony cum Radio Show

8. The Keep Estates Clean Campaign was launched with an Opening Ceremony cum Radio Show in Lok Fu Shopping Centre on 8 August 1995, followed by nine variety shows in various shopping centres during Mid-Autumn Festival to remind children to keep estates clean while playing with lanterns.

(v) Others

9. Other noteworthy events included 'Hong Kong - City of Vision Exhibition' (香港 - 城市之展望展览), 'Wing Over Hong Kong - The Path to Chek Lap Kok Exhibition' (翼越香港 - 通往赤角机场之路展览), 'The Exhibition on Reclamation Plan for Hong Kong' (香港填海计划展览), and the 'Ask Your Pharmacist, You'll be Taking Good Advice Exhibition' (问你的药剂师, 你会得到好建议展览).

(b) Publicity and Image Building

(i) Press and Magazine Advertisements

10. General image advertisements publicizing the promotional activities in estate shopping centres were placed in local newspapers prior to festivals and during summer vacations. Special advertisements on noteworthy events were arranged in popular newspapers for wider publicity. Since June 1995, advertisements have also been placed in TV Week Magazine to publicize the monthly promotion calendar for shopping centres.

(ii) Posters and Pamphlets

11. Monthly posters and pamphlets highlighting major promotional activities were printed for general display in shopping centre notice boards and for distribution to estate residents. Posters were also printed for special events.

(iii) Telecom Voice Service

12. The 24-hour Telecom Hotline Service (900-0038-7135) was employed to promote promotional activities and to provide information on the procedures for booking of exhibition venues. The service was generally welcomed by the public. About 16,300 calls were recorded during the year.

