

**Memorandum for the Commercial Properties Committee of
the Hong Kong Housing Authority**

Promotion Programmes for Housing Authority's Shopping Centres

PURPOSE

This paper informs Members of the promotional activities at Hong Kong Housing Authority (HA)'s shopping centres in 2022/23 and 2023/24.

BACKGROUND

2. As at the end of September 2023, HA's commercial portfolio comprises 52 shopping centres and other retail facilities with a total retail floor space of about 300 000 m². Other than Domain, which is HA's flagship shopping centre located in Kowloon East, the other shopping centres are generally neighbourhood in nature with shops and stalls providing daily necessities for local residents. In view of the different market positioning, different promotion strategies have been adopted for Domain and other HA's shopping centres.

3. As Domain is HA's largest integrated shopping centre providing a comprehensive range of retail outlets and services, it is positioned as a regional shopping mall targeting a large catchment area of the Kowloon East District. Therefore, its promotion and publicity plans have been tailor-made to incorporate a leisure and entertainment concept with trendy elements in order to attract patronage from a wide catchment, particularly youngsters and young families. For other HA's shopping centres, centrally-planned promotional activities and seasonal decorations have been arranged as a whole during major festivals and special days to enhance the shopping ambience in a cost-effective manner.

PROMOTION PROGRAMMES IN 2022/23

Domain

4. Small scale of promotional activities were launched due to the outbreak of the fifth wave of COVID-19 pandemic in the first half of 2022. As the pandemic had steadily shown signs of easing in the second half of 2022, the promotion activities had been gradually resumed normal. A series of promotional events and activities were implemented to promote Domain's image and popularity during the year. A variety of themed events and activities emphasising quality and healthy lifestyle for our customers had been arranged including Promotional Campaign Consumption Voucher, "Happy Halloween" Trade Fair, Christmas Handmade Market, Greeting the Chinese New Year and Chinese New Year Stage Show activities, etc.. A grand ceremony with stage performance and large-scale Christmas cum anniversary decorations were also launched to mark the 10th anniversary of Domain during the festive season of Christmas in 2022. These events were effective in drawing crowds and increasing footfall, and had strengthened Domain's position as an integrated retail, lifestyle and entertainment hub for all generations, particularly the young, young families and the young-at-heart. We had also partnered with the mass media and renowned brands by sponsoring venues for holding special events and promotion shows. The presence of celebrities and popular artists in these partnered events charmed shoppers and drew in additional footfall with wide media coverage, which had enhanced the popularity of Domain. A total of some 6 140 hours of promotional events and activities were held at Domain in 2022/23 at **Annex A**.

5. Customer loyalty and shoppers' repeated visits are essential to maintain the competitiveness of shopping centres. To promote customer loyalty, we had organised innovative marketing campaigns for Domain during the year to reward our loyal customers. In addition to launching special redemption programmes, on-the-spot events like exhibitions, live performances, dynamic games and game booths were also arranged to maintain relationship and bonding with customers and build up loyalty. As at September 2023, we had recruited some 25 200 Domain Club members and the number of Domain Facebook fans had also reached some 28 000. With increasing popularity of the Domain Facebook page, promotion messages conveyed through the digital channels were found more effective.

HA's Neighbourhood Shopping Centres

6. Other than Domain, HA's shopping centres are generally of smaller scale and are providing basic retail facilities such as supermarkets, eateries, groceries and fresh food outlets as well as other general and service trades to serve the local residents. To achieve economies of scale, packaged

promotional activities for these neighbourhood shopping centres had been planned as a whole to enhance their shopping environment as well as increase footfall and sales. During the year, 2022/23, we had arranged some 1 350 hours of promotional activities as detailed at **Annex B**, including special promotion programme through workshops and gift redemptions in 23 major shopping centres/retail facilities ^{Note 1} .

Community Services and Green Practices

7. To support community building, we had also provided free platforms in our commercial facilities to Non-government Organisations (NGOs) and Government departments for holding community events and arranging activities/exhibitions for charity, civic, cultural and environmental protection purposes as detailed at **Annex C**. For Domain, a total of 19 functions involving some 380 hours were held in the year for the benefit of the community. The partnership with NGOs and Government departments helped Domain's positioning as a vital part of the community, and the activities held had attracted a significant number of visitors to the shopping centre and were welcomed by the local community. Apart from Domain, a total of 8 functions involving some 120 hours of community events/activities were also held in four other HA's shopping centres ^{Note 2} . Such partnership with NGOs and Government departments in the delivery of community services had enhanced the corporate image of HA as well as the popularity of its shopping centres.

8. Promoting environmental awareness and green living is a long-term goal of HA. Launching of the "Plastic-Free-redemption Program" in Domain since 2018 showcases our efforts and determination to promote and educate the public to avoid using disposable plastic tableware. Customers of the participating eateries were mobilised to support plastic-and-disposable-free practices for takeaway orders by stamp collection and free gift redemption. With encouraging result, we have extended such programme in 2023 to cover ten other shopping centres ^{Note 3} in order to enhance the awareness of environmental protection of our tenants and customers.

Note 1 The 23 major shopping centres/retail facilities are at Ching Long, Choi Tak, Chun Yeung, Hoi Lai, Hung Fuk, Kwai Chung, Lei Muk Shue, Mei Tin, Mun Tung, Nam Shan, On Tai, On Tat, Ping Shek, Shek Kip Mei Estate Phase 6, Shek Mun, Shui Chuen O, So Uk, Tin Yan, Yau Lai and Ying Tung Estates as well as On Kay, Siu Hong, and Lai Tsui Court.

Note 2 The four HA's shopping centres are Ching Long, Hoi Lai, Kwai Chung Shopping Centre and On Kay Commercial Centre.

Note 3 The ten shopping centres are Ching Long, On Tai, Shek Mun, Yau Lai, Ying Tung, Lai Tsui, Chun Yeung, So Uk and Queens Hill Shopping Centres as well as Shui Chuen O Plaza.

EFFECTIVENESS

9. From the second half of 2022 onwards, we progressively resumed a full range of festive and seasonal promotional activities for Domain and other shopping centres, which were generally successful in maintaining the attractiveness and competitiveness of HA's shopping centres. These programmes were welcomed by shoppers, shop tenants and residents, and had successfully increased footfall and boosted sales.

10. The promotion activities bringing brand new shopping experience were highly welcomed by both customers and the shop tenants, as well as successfully boosted sales and footfall. As at the end of March 2023, the number of Domain Club members had recorded a peak high of about 51 500, representing an increase of 10.7% in the year. On average, about 95% of Domain's customers had shown satisfaction in aspects including services, facilities and promotional activities as revealed in the findings from on-going customer surveys conducted throughout the year.

11. On the other hand, packaged promotion activities and centralised festive decorations held for other shopping centres were also proved to be cost effective by increasing footfall at some 50% on average during the time of performance shows. These promotional events could also meet the local needs as surveys conducted after the events concluded that the promotion activities were always welcomed by the residents, shoppers and shop tenants.

PROMOTION PROGRAMMES IN 2023/24

Domain

12. Following three years of epidemic in Hong Kong, our society is resuming normalcy in full. Taking this opportunity, we have planned to launch a variety of large scale and themed promotional activities in Domain. We will continue to arouse the public interests and attention through activities so as to engage and excite the young people and families to generate and sustain footfall. It is worth mentioning that a wide array of festival decorations cum celebratory events including a stage show featuring popular singers had been launched in Domain to celebrate the Mid-Autumn Festival and the National Day in complement with Government's initiative of revitalising night life in Hong Kong. During the festival, more than 100 lanterns and two 2-meter-high giant rabbits had been placed in the ground floor atrium and roof garden respectively to offer customers and the public some photo-shooting "check-in" spots. In addition, for celebration of the

50th Anniversary of Hong Kong Housing Authority together with the festive season of Christmas in December, we have drawn up promotion plan for enhancing publicity through suitable social media platforms such as Facebook and Instagram as well as through popular key opinion leaders (KOLs). Particularly, a public exhibition and Photo Contest Award Ceremony for celebration of the HA's 50th Anniversary were held in late November and mid-December 2023 respectively at Domain for bringing fresh and memorable shopping experience to visitors and customers through launching of these signature events.

13. We will also focus on arranging special themed events which have proved to be popular and attractive to youngsters and young families in the past years. Leveraging technology in order to enhance the overall experience and make the promotion events and activities more memorable. In 2023/24, we plan to apply more high-tech elements such as incorporating Augmented Reality (AR) into interactive displays or gamified booths as AR can captivate visitors and leave them a lasting impression for the promotion activities at Domain. These events have been/will be taken on board together with the launch of Domain Club loyalty programmes and other promotion programmes through our website, Facebook, Instagram and other suitable social media platforms, in order to reach potential customers and enhance their loyalty, frequency of visits and repeated purchases.

HA's Neighbourhood Shopping Centres

14. Centrally planned and packaged promotion activities and festive decorations for HA's neighborhood shopping centres during major festivals in 2023/24 will be continued with a view to enhancing shopping ambience.

FINANCIAL, STAFFING AND INFORMATION TECHNOLOGY (IT) IMPLICATIONS

15. The total expenditure for the promotion programme for HA's shopping centres in 2022/23 was about 1.57% of the total retail business income in the year. To take forth the above plans for Domain and other HA's shopping centres, we have reserved sufficient funding of about 1.55% of the estimated total retail business income of 2023/24 for the promotion programme for HA's shopping centres. Since 2023/24 will be the year of the HA's 50th anniversary, budget has been reserved for this significant event.

16. With a view to sustaining the competitiveness of HA's retail facilities, more attractive consumption stimulating promotional activities such as cash coupon redemption/gift redemption/lucky draw with more attractive prizes will be launched. Therefore, slightly higher budget is required to cater for publicity of newly completed or renovated shopping centres.

17. There is no additional staffing implication arising from implementing the promotion programmes as the relevant workload will continue to be absorbed by existing staff. There is no IT implication.

PUBLIC REACTION AND PUBLICITY

18. Our promotional activities and programmes have been well received by shop tenants, local residents and the general public and have been effective in increasing footfall, enhancing shopping ambience and boosting sales. The continued planning and launching of promotion programmes will be beneficial to HA's shopping centres and the local communities and should be welcomed by the public. We will keep the arrangements so that updated information on promotion programmes would be able to reach our target customers through printed as well as electronic/social media in line with the market trend. Promotional posters/banners will also be displayed to promote festive programmes among local residents.

INFORMATION

19. This paper is issued for Members' information.

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Promotion and Publicity Programmes at Domain in 2022/23

	Date	Events	Special Features
(A) Planned Activities			
1.	29.4-9.5.2022	Happy Mother's Day	<ul style="list-style-type: none"> • Trade fair
2.	7-8.5.2022	Domain Club Members - Mother's Day Rewards	<ul style="list-style-type: none"> • Gift redemption
3.	18-19.6.2022	Domain Club Members - Father's Day Rewards	<ul style="list-style-type: none"> • Gift redemption
4.	30.6-10.7.2022	HKSAR's 25th Anniversary Souvenir Redemption	<ul style="list-style-type: none"> • Gift redemption
5.	1-10.7.2022	Amazing Summer Fair	<ul style="list-style-type: none"> • Trade fair
6.	29.7-21.8.2022	Summer Decoration and Event (「夏日 POWER UP」裝飾佈置及活動)	<ul style="list-style-type: none"> • Lucky draw • Gift redemption • Interactive game • Music performance
7.	7-29.8.2022	Promotional Campaign Consumption Voucher 2022 (消費券食買仔住賞)	<ul style="list-style-type: none"> • Coupon redemption
8.	23.8-12.9.2022	Mid-Autumn Festival Decoration and Event (「大本型 x 菠蘿油妹妹 香港情懷」裝飾佈置及活動)	<ul style="list-style-type: none"> • Interactive game • Lantern riddles • Mid-Autumn Festival gala
9.	27.8-30.11.2022	Promotional Campaign Reduction of Plastic Tableware Campaign 2022	<ul style="list-style-type: none"> • Gift redemption
10.	2-12.9.2022	Mid-Autumn Trade Fair	<ul style="list-style-type: none"> • Trade fair
11.	1-23.10.2022	Promotional Campaign Consumption Voucher 2022 (消費券食買加碼賞)	<ul style="list-style-type: none"> • Coupon redemption
12.	14-31.10.2022	Halloween Decoration and Event (「嘩鬼星際旅行團」裝飾佈置及活動)	<ul style="list-style-type: none"> • Music performance
13.	22-31.10.2022	“Happy Halloween” Trade Fair	<ul style="list-style-type: none"> • Trade fair
14.	18.11.2022-7.1.2023	Christmas Decoration and Event (「慶祝 10 周年 華麗閃耀聖誕」裝飾佈置及活動)	<ul style="list-style-type: none"> • 10A Tenants' offer • 10A Grand lucky draw • Gift redemption • 10A Photo taking spot • Domain Club welcome activity • Football interest class

	Date	Events	Special Features
			<ul style="list-style-type: none"> • Interactive game • Santa Claus parade • Music performance • Christmas Caroling
15.	25.11.2022	Celebrating Domain 10A Birthday Party	<ul style="list-style-type: none"> • Stage event
16.	17.12.2022-1.1.2023	Christmas Handmade Market (聖誕手作小鎮市集)	<ul style="list-style-type: none"> • Domain cash voucher campaign • Workshop • Christmas party (gift distribution)
17.	25.12.2022	Christmas Stage Show (甜蜜閃爍東九龍-溫暖歌聲「型」聖誕)	<ul style="list-style-type: none"> • Stage event
18.	1.1.2023	New Year Stage Show (築夢伴「型」- 活出新元旦)	<ul style="list-style-type: none"> • Stage event
19.	11-21.1.2023	Chinese New Year (CNY) Trade Fair	<ul style="list-style-type: none"> • Trade Fair
20.	11.1-19.2.2023	CNY Decoration and Event (「瑞兔『型』春賀新歲」裝飾佈置及活動)	<ul style="list-style-type: none"> • Coupon redemption • Red packets redemption • God of Wealth parade • Interactive game • Workshop
21.	29.1.2023	CNY Stage Show (聞歌「喜」舞賀新禧)	<ul style="list-style-type: none"> • Lion dance • Stage event
22.	14.2.2023	Valentine's Day Event	<ul style="list-style-type: none"> • Music performance
23.	10-12.3.2023	AEON Fukushima Fair	<ul style="list-style-type: none"> • Opening ceremony • Mascot meet & greet • Workshop • Domain Club welcome activity

(B) Partnership with the Mass Media/Renowned Brands

24.	2.3.2023	TVB Promotion for TV Drama (《新四十二章》「齊齊睇大結局」)	<ul style="list-style-type: none"> • Stage event
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A total of 6 137.5 hours of activities were held.

(C) Seasonal Decorations

Seasonal decorations were arranged to celebrate Summer, Mid-Autumn, Halloween, Christmas and CNY.

Promotion Programmes Centrally Arranged at HA's Shopping Centres in 2022/23

S/N	Date	Events	Shopping Centre	Special Features
1.	30.6.2022 and 1, 2, 3, 9 & 10.7.2022	HKSAR's 25th Anniversary Souvenir Redemption (香港特別行政區成立 25 周年紀念品換領)	Shui Chuen O, Ping Shek, Shek Kip Mei Estate Phase 6 Retail Facilities, Kwai Chung, Shek Mun, Ching Long, Choi Tak, Mei Tin, Hoi Lai, Nam Shan, Siu Hong, Hung Fuk, On Kay, On Tat, Yau Lai, So Uk, Pok Hong, Tin Yan, Yan Tin and Lei Muk Shue	• Gift redemption
2.	24, 31.7.2022 and 7, 14, 21, & 28.8.2022	Summer Holiday (夏日樂滿 Fun)	Shui Chuen O, Ping Shek, Shek Kip Mei Estate Phase 6 Retail Facilities, Kwai Chung, Shek Mun, Ching Long, Choi Tak, Mei Tin, Hoi Lai, Nam Shan, Siu Hong, Hung Fuk, On Kay, On Tat, Yau Lai, So Uk, Pok Hong, Ping Yan, Tin Yan, Yan Tin, and Lei Muk Shue	• Gift redemption
3.	27.8-30.11.2022	Promotional campaign for reduction of use of plastic tableware (親地球 齊走塑)	Shui Chuen O, Ching Long, On Tai, Shek Mun, Yau Lai, Ying Tung, Chun Yeung, Lai Tsui and Queens Hill	• Gift redemption
4.	10.9-11.9.2022	Mid-autumn (燈陸月球大歷險) (中秋玉兔月遊樂)	Lei Muk Shue, Mei Tin, Yau Lai, Tin Yan, On Kay, Hoi Lai, Pok Hong, Ching Long, Choi Tak, Kwai Chung, Hung Fuk, Shui Chuen O and Ping Shek	• Gift redemption

S/N	Date	Events	Shopping Centre	Special Features
5.	25.12-27.12.2022	Christmas (奇幻薑餅小鎮派對)	Lei Muk Shue, Ping Shek, Ching Long, Yau Lai, Hoi Lai, Choi Tak, Kwai Chung, Shui Chuen O, Mei Tin, On Tai, Tin Yan, On Kay, Hung Fuk, Siu Hong, Nam Shan, Pok Hong, Lung Poon Court, So Uk, Shek Pai Wan and Shek Kip Mei Estate Phase 6 Retail Facilities	<ul style="list-style-type: none"> • Gift redemption • Santa Claus parade • Workshop • Magic and acrobatic performance
6.	28.1-29.1.2023	CNY (瑞兔呈祥賀新春)	Lei Muk Shue, Ping Shek, Ching Long, Yau Lai, Hoi Lai, Choi Tak, Kwai Chung, Shui Chuen O, Mei Tin, Tin Yan, On Kay, On Tat, Yan Tin, Siu Hong, Nam Shan, Pok Hong, So Uk, Shek Pai Wan, Chun Yeung, Ying Tung, Shek Mun, Joysmark and Shek Kip Mei Estate Phase 6 Retail Facilities	<ul style="list-style-type: none"> • Gift redemption • God of Wealth parade • Balloon twisting and acrobatic performance • Workshop

A total of some **1 350** hours of activities were held.

Seasonal Decoration

To achieve economies of scale, seasonal packaged decorations for 37 shopping centres/retail facilities were centrally launched for Mid-autumn, Christmas and CNY.

Civil, Educational and Community Activities Held in 2022/23

	Date	Organizations	Activities
(A) Domain			
1.	27-31.5.2022	Social Welfare Department	• 3E Project - Dream Garden
2.	3-4.6.2022	Environmental Association Limited	• Smart Countryside Exhibition
3.	1-7.7.2022	Hong Kong Federation of The Blind (HKFB)	• Charity Sales of HKFB
4.	16-17.7.2022	Yan Chai Hospital	• Transworld 2022 Charity Sales
5.	23-25.8.2022	Hong Kong Red Cross Blood Transfusion Service	• Blood Donation Activity
6.	3.9.2022	Yang Memorial Methodist Social Service	• Yang Charity Flag Day - Mobile Flag Point
7.	15-18.9.2022	The Office of the Government Chief Information Officer (OGCIO)	• Smart City Exhibition
8.	17.9.2022	Yan Chai Hospital	• Yan Chai Charity Fortnight Raffle Sales 2022
9.	17.9.2022	New Home Association Limited	• 觀塘 35 邨·健康生活無「麻」煩 – 巡迴及大型展覽
10.	24-25.9.2022	Yan Oi Tong Limited	• “Yan Oi Tong Charity Raffle Ticket Sale 2022”
11.	14-16.10.2022	Save The Children Hong Kong Limited	• Save The Children Awareness Programme
12.	20.10.2022	St. James' Settlement (SJS)	• SJS Job Fair
13.	1.12.2022	Hong Kong Police - Kwun Tong District	• Anti-Fraud Awareness Programme
14.	3.12.2022	Auxiliary Medical Service (AMS)	• AMS Cadet Corps Fun Day
15.	12-15.1.2023	HKFB	• Charity Sales of HKFB
16.	4.2.2023	The Electrical and Mechanical Services Department (EMSD)	• "Energy Saving at Home and Office" Roving Roadshows
17.	24-27.2.2023	Agriculture, Fisheries and Conservation Department	• Hong Kong Country Parks Roving Exhibition
18.	4-5.3.2023	International Social Service (Hong Kong Branch) (ISS-HK)	• ISS-HK Lottery Ticket Sale 2023
19.	25-26.3.2023	Employees Retraining Board (ERB)	• ERB 30 Roving Exhibition
A total of 377.5 hours of activities were held.			

	Date	Organizations	Activities
(B) Neighbourhood Shopping Centres			
(1) Ching Long Shopping Centre			
1.	19.1.2023	Kai Tak Integrated Family Service Centre	Promotion of Services.
2.	16.2.2023	Kai Tak Integrated Family Service Centre	Promotion of Services.
3.	16.3.2023	Kai Tak Integrated Family Service Centre	Promotion of Services.
(2) Hoi Lai Shopping Centre			
4.	22.7.2022	The Hong Kong Arthritis & Rheumatism Foundation Ltd.	Exhibition and Promotion of Services.
5.	1.9.2022-4.9.2022	The Office of the Communications Authority (OFCA)	To disseminate the concept of Smart city.
6.	3.11.2022-5.11.2022	OGCIO	Exhibition of 2022 Meritorious Websites Contest/Healthy Mobile Phone/Tablet Apps Contest
(3) Kwai Chung Shopping Centre			
7.	18.3.2023	Asian Gateway Consultants Limited	EMSD Roadshow – Energy Saving Tips for Home and Office
(4) On Kay Commercial Centre			
8.	28.7.2022-30.7.2022	OGCIO	Exhibition of 2022 Meritorious Websites Contest/Healthy Mobile Phone/Tablet Apps Contest
A total of 123.5 hours of activities were held in 4 neighbourhood shopping centres.			