



Outreach and Comms (O&C) Working Group Minutes (World Oceans Day)

Date: 25 May 2022

Location: Zoom

Attendees: 6

4	Members	1	Technical Advisor
#	Observers	#	Steering Committee
1	Secretariat		

Agenda

Open discussion

1. Campaign updates from Renee

- Press release distributed to english speaking media - over 200 media contacts
- Seafood Source journalist has replied saying they will cover the campaign and had two questions related to sustainable seafood trade in Hong Kong and local Cantonese restaurants
- Choose Right Today blog written and shared via LinkedIn
- Social media guidelines shared with all participants

2. Updates from Wynn

- Promotion will be done separately to also accommodate the sustainable gastronomy day - materials awaiting approval but will ensure alignment with the WOD campaign guidelines
- Sustainable seafood will be available in multiple restaurants for the whole month of June in both Wynn Macau and Wynn Palace
- Awaiting approval for logo to be featured in the HKSSC promo video - publication targeted to be after 17th June

3. Engagement with Cantonese restaurants and groups

- Journalist question alluded to the fact that sustainability may not seem as big a priority for local companies and restaurants in Hong Kong
- Some members disagreed with this, as Cantonese dining facilities in Macau are moving on sustainability. Wynn will be hosting a masterclass on sustainable seafood in June for Wynn colleagues and others - it was agreed HKSSC could present in Cantonese at this
- But others agreed, issues such as shark fin and endangered species are mostly served in Chinese style restaurants in Hong Kong, not Western style



- It was agreed that more Cantonese events should be explored next year and HKSSC meetings should also incorporate Cantonese so as to enable more inclusivity
- Wynn confirmed they host events in English, Cantonese and Mandarin
- Restaurant association could be engaged, e.g. the Hong Kong Chef Association
- Will also explore engagement with Food Made Good breakfast meetings

4. Post WOD follow up

- Main recruitment barriers would be financial concerns as restaurants have been operating under extremely difficult times. Also it could be a resource constraint if HKSSC took on many small restaurants as members, but it was agreed that the larger restaurants groups (e.g. GIA) and hotels should be approached for membership
- Hotel groups would be easier to recruit than restaurant groups - domino effect could also come into play
- After WOD campaign, a small questionnaire to capture debrief ideas could be prepared - ask restaurants / hotels if the campaign has brought them more business, what could have been improved, and whether they would be willing to get more involved with the HKSSC in the future
- Future idea - if campaign is repeated next year - look to getting a PR agency involved to enable wider exposure