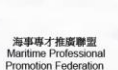


# 海員日 DAY OF THE SEAFARER 6.25

主辦機構：  
Organizers:



協辦機構：  
Co-Organizers:



## 向海員致敬!

## Activity Proposal for the Day of the Seafarer 2016



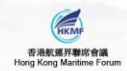


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## Introduction

The 25<sup>th</sup> of June is the Day of the Seafarer. In order to heighten the public awareness of seafarers and the maritime industry, a series of events will be held by Hong Kong Seamen's Union and Hong Kong Marine Department, together with a number of public organizations.

The main purposes of the campaign are to raise the awareness of seafarers among the youth community and to promote the shipping industry in Hong Kong. It is also hoped that aspiring seafarers and potential youngsters will join the industry after the campaign.



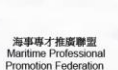


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## List of the Organizers

Hong Kong Marine Department

Hong Kong Seamen's Union

## List of the Co-organizers on 2015

Harbour Transportation Workers General Union

Hong Kong Sea School

Maritime Professional Promotion Federation

Institute of Vocational Education (IVE)

Maritime Services Training Institute (MSTI)

Hong Kong & Kowloon Motor Boats & Tug Boats Association  
Limited

## List of the Sponsor on 2015

TurboJet

Hong Kong Maritime Museum

First Ferry

The Maritime and Aviation Training Fund (MATF)



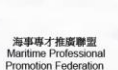


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## Working Groups



## Means of Publicity

| Publicity Material/ Means                              | Places of Distribution  |
|--|---|
| Posters  | Hong Kong Marine Department<br>Hong Kong Seamen's Union<br>Hong Kong Federation of Trade Unions<br>Secondary schools<br>Tertiary institutions |
| Advertisements   | Star Ferry Pier   |
| Promotion Video  | Electronic Media, i.e. Facebook   |
| Promotional Gifts<br>(to participants and pedestrians) | Places of various events in the campaign<br>(Pedestrians visiting) Street Promotion Station   |



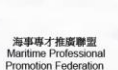


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## 向海員致敬!

## Planned Activities

### 1. COLOURING COMPETITION

|                |  |
|----------------|--|
| Dates:         | Enrollment period: April – May 2016<br>Announcement of results: Mid-June 2016<br>Award Ceremony at Hong Kong Maritime Museum   |
| Target:        | Primary school students and their parents  |
| Theme/<br>Aim: | Paying Tribute to Seafarers<br>Colouring sheets will be given to primary school students<br>After announcement of the results, selected works will be printed on postcards. The postcards will be sent to seamen's unions/ centre/ organizations around the world and will be distributed at Roadside Promotion Station. |

### 2. SEAFARERS' LIFE ROADSIDE EXHIBITION

|                |   |
|----------------|---|
| Dates:         | Venue Planning: March 2016<br>Date of Exhibition: June 2016 |
| Target:        | The general public  |
| Theme/<br>Aim: | To promote the seafaring industry in Hong Kong for public.  |



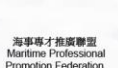


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## 向海員致敬!

### 3. VISIT TO CONTAINER SHIPS

|                |  |
|----------------|--|
| Dates:         | Date of the Visit: June 2016   |
| Target:        | Students from MSTI, IVE and PolyU<br>Aspiring seafarers or young people who are interested in the industry   |
| Theme/<br>Aim: | Young people who aspire to a seafaring career will have an opportunity to learn more about port operations and embark on a container ship to see for themselves work and life onboard. |

### 4. CELEBRATION DINNER

|                |  |
|----------------|--|
| Dates:         | Selection of Venue: April 2016<br>Enrollment: May 2016<br>Date of the Dinner: 25 June 2016   |
| Target:        | Members from the marine industry and young people in the industry                            |
| Theme/<br>Aim: | Members from the marine industry gather for dinner in celebration of the Day of the Seafarer |

### 5. Hong Kong Maritime Museum Open day

|                |   |
|----------------|---|
| Dates:         | Selection of Venue: Central Pier No. 8, Hong Kong<br>Date of the Open day: 25 June 2016<br>Time: 1000Hrs to 1900Hrs |
| Target:        | The general public  |
| Theme/<br>Aim: | To promote the seafaring industry in Hong Kong for public.  |





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### 6. Shorelines Cleanup

Dates:

Selection of Venue: Feb 2016

Enrollment: May 2016

Date of the Shorelines Cleanup : 11 June 2016

Target:

Members from the marine industry and young people in the industry

Theme/  
Aim:

Hundreds of ships pass through Victoria Harbour daily ferrying goods and passengers to and from every corner of the globe. Thousands of people, both locals and visitors, walk on the soft sand of our beaches on hot summer days and along waterfront promenades in the cool autumn to enjoy sunshine, sea breeze and scenic views.

Imagine how the presence of a considerable amount of marine refuse causes nuisance and may also pose an adverse impact on the marine ecosystem and other uses of our waters.

Let us work together to keep our shorelines clean.



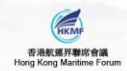


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## Intended Impacts of the Activities

- The public will have a better understanding of the actual working and living conditions of seafarers;
- Attention to seafarers' contributions will be drawn from the public;
- The public are encouraged to pay tribute to seafarers after appreciating the contribution made by seafarers;
- The public in Hong Kong will be part of those expressing gratitude to approximately 1.5 million seafarers worldwide who have been making invaluable contributions to international trade and the world economy
- Students and other members of the public will have a clearer picture of the post of seafarers and the career path of seafaring.
- This campaign is expected to deliver the message to the general public through newspapers, magazines and the union's newsletter; and
- More groups or business organizations will join the industry as partners.

