

Family Council
“Happy Family Info Hub”

Purpose

This paper invites Members’ views on the proposed framework of the Happy Family Info Hub.

Background

2. The Chief Executive has announced in the 2009-10 Policy Address that, inter alia, the Family Council would liaise with stakeholders to establish a “Happy Family Info Hub”, which is an interactive family e-platform and e-resources centre to promote family core values, and to introduce family education as well as support services for the family, with a view to better addressing the needs of families.

3. In preparation of the Info Hub, a focus group meeting with the Family Council Members was held on 19 November 2009 to gauge Members’ views on the proposed framework. Discussions with relevant stakeholders and professionals were also conducted in parallel. These meetings inspired ideas on the requirements for the Info Hub from the users’ perspectives, and came up with useful, innovative suggestions on the various aspects of the planning of the Info Hub.

Design of the Info Hub

4. The overall design vision of the Info Hub is to provide an online platform collating useful information for the family, and provide a channel for various stakeholders to share with the public information about the family. Hence, the Info Hub will serve as a one-stop platform

allowing easy access to a wide range of information, including -

- Family Education
- Family Support Services
- Family Friendly Employment Practices
- Family Related Research
- Family Core Values Promotional Activities
- “Soft” Information

Service Target

5. The Info Hub’s main service target is the public, although professionals may also find the information useful. The special needs of the professional users, such as practitioners, academia, may be considered and taken on board at a later stage.

Design vision and salient features of the info hub

Disseminating family-related information

6. The Info Hub serves as an online platform for sharing of family-related information and family core values, and establishes a focal point for the public to discuss various topics on the family. This is in line with the Family Council’s aim to foster a culture of loving and happy family in the community. On a voluntary basis, users could share their family lives and relationships with other users, while relevant stakeholders would be invited to make use of the Info Hub to disseminate family-related information. For instance, the Info Hub will comprise links to various services for the family, and will also comprise an event calendar listing out various activities for families, such as activities, workshops or seminars organized by Government departments, local organizations or NGOs. Thus, the Info Hub could help promote family solidarity and engender a loving family culture through the internet by allowing easy access to information for the families and encouraging the public to discuss family-related topics in an open manner through various technical means such as blog, discussion forum, facebook, twitter, etc.

7. In addition, “soft” information, such as sports, cultural and other activities for the families and e-games to arouse interest will be put onto the Info Hub, and thus provide a handy guide to leisure, sports, recreation and cultural activities for the family.

“Family Google”

8. There is a vast amount of family-related information on the internet, to gain access to useful information is sometimes time-consuming, even with the help of the online search engine. In this connection, users will find the hub useful as it provides a comprehensive and consolidated index / pathways to family-related information. Ideally, it would purport to be, in future, the “Family Google”.

Support services for the family

9. As indicated above, the Info Hub will provide links to a wide array of cross-sectoral / cross-disciplinary family-related information on support services for the families. Through collaboration with relevant stakeholders, the Info Hub will effectively promote a co-operative culture amongst the stakeholders.

Promotion of family core values

10. To demonstrate to the public the importance of family core values, the Info Hub will feature a chronology of events showcasing promotional activities of the Family Council and other relevant stakeholders to promote family core values. Audio-visual materials including collections of television and radio announcement in public interests, newspaper articles on family theme, as well as stories and advisory note / articles contributed by the Family Council and other celebrities to promote family core values will also be put onto the Info Hub.

Enhanced features to ensure user-friendliness

11. To ensure that members of the public would have an enjoyable and unforgettable experience when using the site, careful consideration has been given to the design, layout and contents of the Info Hub. For instance, instead of merely putting onto the Info Hub plain text or external links, users will be amused by **mottos or epigrams with family theme** on the Info Hub. We also propose to install interactive components such as tests and questionnaires to test how well someone know about themselves and their own family members, and hence prompt them to reflect on the importance of family. A powerful build-in search engine would also be fitted in to facilitate easy access to information required.

Family-related research and statistics

12. As a dedicated platform collating family-related information, the Info Hub should do a sketch of the ecology of Hong Kong families. Universities and NGOs will be invited to publish their research findings or outcomes of survey on families. On the other hand, since the Family Council will also conduct research on the state of the Hong Kong family, online surveys and questionnaire will be put onto the Info Hub to collect data on family parameters. The data collected will also be used to analyze the needs of users to facilitate improvement to the Info Hub.

Collaboration with stakeholders

13. The Family Council is tasked to collaborate with various stakeholders and the Info Hub will provide another platform for co-operation and collaboration. We shall appeal to stakeholders for co-operation to contribute relevant information and links to the Info Hub, and participate in various focus group meetings, sharing sessions, workshop and seminars to facilitate exchange of information and best practices.

Demonstration

14. A mock-up of the Info Hub web pages will be presented at the Council meeting.

Proposed implementation plan

15. We are pressing ahead with the appointment of a suitable contractor to start the preparatory work for the Info Hub. The contractor is expected to be responsible for hatching an implementation plan with anticipated completion for each scheduled task. We shall keep in view the progress of work with a view to launching the website not later than the 2nd half of 2010. In view of the tight schedule, we will launch the main site first, while continuing to enhance and enrich the site having regard to feedback received from stakeholders.

Advice sought

16. Members are invited to comment on the proposed Info Hub.

Family Council secretariat
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