

**For meeting on
4 July 2011**

Paper FC 10/2011

Family Council

Progress of Work of the Sub-committees under the Family Council

PURPOSE

This paper invites Members to note the progress of work of the Sub-committees under the Family Council.

SUB-COMMITTEE ON THE PROMOTION OF FAMILY CORE VALUES

Progress of the Family-friendly Employer Award Scheme

2. The launching ceremony of the Family-friendly Employers Award Scheme was held on 7 April 2011. To publicize the event, vigorous publicity plans had been launched which included broadcast of TV API, publishing of press advertorials, and networking with various Chambers of Commerce as well as professional bodies.

3. With support and advice from the Sub-committee, our television promotion video “Happy Family Classroom – My Gran, My Friend” (開心家庭教室 - Add 埋阿嬤咁) was shortlisted as the top five entries in the General Category of the “TVB Most Popular TV Commercial Awards 2011” (無線電視 2011 年最受歡迎電視廣告大獎 - 綜合類別最後五強獎). Dr the Hon Leong Che-hung had recorded a 20-second video helping to appeal support for and attention to our winning entry.

4. The brochure featuring major events of the Family Council organised in 2010-11 under the “Happy Family Campaign” (家庭議會 2010-11 年度「開心家庭運動」精華剪影) has been published for public viewing in early July.

SUB-COMMITTEE ON FAMILY SUPPORT

Progress of family researches

5. The meeting of the Sub-committee was held on 28 April and 21 June to deliberate the final findings and policy recommendations of the four researches. After deliberations, the Sub-committee considered that some of findings touched upon contentious issues which required further careful consideration and discussion by relevant bureaux and departments in the long-run. It would, therefore, put forward the following new and broad policy directions for consideration by the Family Council-

- Family engagement
- Preventive strategy
- Community-based family support strategy

A separate paper has been prepared by the Sub-committee for consideration by the Family Council.

6. The Sub-committee also plans to launch a territory-wide “Loving Family Journal: Photo and Video Competition” (愛多D一家人攝錄日誌比賽) on the Mid-Autumn Festival, with the prize presentation cum family carnival near the Winter Solstice.

SUB-COMMITTEE ON FAMILY EDUCATION

7. The Sub-committee met on 18 April and 27 June to discuss progress of production of various family educational packages and the consultancy study on family education.

Various Family Educational Packages

8. Parental Educational Package (親子篇) has been broadcast in various channels and outlets, including Roadshow, the Integrated Family Service Centres and Integrated Youth Centres, clinics run by the Hospital Authority and Department of Health, since March 2011. They have also been uploaded onto the “Happy Family Info Hub”. Response was very positive. “Family Therapy” package will be ready for broadcast in the third quarter of 2011. The Sub-committee meeting on 27 June also deliberated

the framework of the next series of family education – marital relationship (夫妻篇). It will be ready for launching around December 2011/early 2012.

Consultancy Study on Family Education

9. The consultancy study has been commissioned to the Polytechnic University of Hong Kong to study and examine the effectiveness of the current framework and on-going services/programmes on family education provided for the general public and specific groups in Hong Kong; and to identify areas of improvement as well as new initiatives, if any, in Hong Kong. The study is expected to be completed in the fourth quarter of 2011. The Council will be briefed on the findings after deliberations by the Sub-committee.

WAY FORWARD

10. The Sub-committees will continue to closely oversee and advise on the respective areas as set out above. Members are welcome to convey their comments and suggestions to the Sub-committees.

**Family Council Secretariat
June 2011**