

**For information on
9 February 2012**

Paper FC 3/2012

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

2. The meeting of the Sub-committee on the Promotion of Family Core Values was held on 11 January 2012 to review the “Family-Friendly Employers Award Scheme 2011” (the Award Scheme) and discuss the publicity plan for the “Love and Respect Thy Elders” (LARTE) Campaign.

Family-Friendly Employer Award Scheme

3. The Award Scheme received overwhelming support. 1 112 companies signed up for the Scheme. Among them, 75 companies were awarded "Distinguished Family-Friendly Employer" in recognition of their outstanding achievements in the implementation of family-friendly employment policies and practices. In addition, 16 companies received the "Awards for Innovation" to acknowledge their flexible use of innovative ideas to implement family-friendly employment measures.

4. The Award Presentation Ceremony officiated by the Chief Secretary for Administration was held on 3 November 2011 at the Kowloon International Trade & Exhibition Centre, with more than 700 participants.

5. The development of a culture of loving families and a pro-family environment in the community cannot and should not be the sole domain of the Government. It must be a concerted effort of the community. Active support from different sectors of the community will have a synergy effect in fostering a pro-family culture amongst the Hong Kong society. To optimise the use of resources and enable better preparation work, the Sub-committee agreed that the Award Scheme should be organised as a regular biennial event. In the light of experience, the scope and coverage of the Award Scheme should also be expanded to cover non-business sectors, such as non-governmental organisations and social enterprises in the future.

Publicity Plan of the “Love and Respect Thy Elders” (LARTE) Campaign
“人人就位 孝愛互傳” 運動

6. The Sub-committee also discussed the publicity plan for the campaign and agreed that the central message of the campaign should focus on “Love”, “Concern”, “Respect” and “Care” (愛、關懷、尊敬、照顧) to elders. Noting that the target audience of the campaign was the younger generations, the Sub-committee also agreed that there was a need for an effective publicity strategy in order to encourage and mobilize the young people to accept their roles in putting “Love”, “Concern”, “Respect” and “Care” into practice. An announcement of public interest (API) would be produced to promulgate the message in July 2012 to tie in with the official launch of the campaign. Details of the campaign would be discussed in the coming meeting to be held in February 2012.

SUB-COMMITTEE ON FAMILY SUPPORT

7. The Sub-committee met on 6 January 2012 to deliberate the measures in support of the policy directions on “Family engagement”, “Preventive strategy” and “Community-based family support strategy”. A separate paper has been prepared for consideration by the Family Council. The preliminary findings of the Family Survey 2011 were presented to the Sub-committee. The Sub-committee’s views have been incorporated for presentation to the Family Council.

8. The prize presentation of the “愛多啲一家人” photo and video competition was successfully held on 17 December 2011. In view of the impressive quality of the winning entries, the Sub-committee agreed that the winning videos should be widely broadcast in different channels, including “Roadshow”.

SUB-COMMITTEE ON FAMILY EDUCATION

Consultancy Study on Family Education

9. The final report of the consultancy study would be ready for discussion by the Sub-committee in late February/early March 2012. Members would be briefed on the findings in June after deliberations by the Sub-committee.

Family Educational Packages

10. Production of the new series of family education package, namely, marital relationship (夫妻篇) is in the pipeline. Subject to the Sub-committee’s endorsement of the Sub-committee, the package would be ready for public information in the second quarter of 2012.

WAY FORWARD

11. The Sub-committees will continue to closely oversee and advise on their respective programmes/activities. Members are welcome to convey their comments and suggestions to the Secretariat.

Family Council Secretariat
January 2012