

**For meeting on  
14 March 2011**

**Paper FC 6/2011**

## **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 Happy Family Campaign**

2. In the fourth quarter of 2010, a series of programmes were launched. The following are some of the highlights -

- (a) Loving Family Award – Families from different sectors of the community were recruited to participate in the family-themed workshops and activities held in September and October 2010. In addition, a series of radio interviews with families sharing their real life stories were broadcast at the RTHK Radio 2 programme “Home Sweet Home” (甜心家族). The closing ceremony was held on 20 December 2010.
- (b) The Happy Family Drama – A series of school tours featuring cross-generational relationship was conducted from September 2010 to January 2011. Including the community tour, it had attracted more than 35 000 audience.
- (c) “To Cook a Meal for Your Family” contest – The contest was rolled out in December 2010 with nearly 200 entries. The finale was broadcast on 20 February 2011 at the Jade Channel, TVB. To tie in with the publicity plan, some ten celebrities had been lined up to cook a meal for their families

and their stories were published in press and uploaded to the Council website at

[http://www.familycouncil.gov.hk/tc\\_chi/promotion/leaflet8.html](http://www.familycouncil.gov.hk/tc_chi/promotion/leaflet8.html).

### **Progress of the Family-friendly Employer Award Scheme**

3. Following the Family Council's decision to put in place a Family-friendly Employer Award Scheme, the Sub-committee met on 18 January and 18 February 2011 respectively to discuss the implementation details, the marketing strategy as well as the storyboard of the Announcement of Public Interest (API). To attract more companies to participate in the Scheme, the meeting agreed that we should encourage employees to nominate their employers to join the Scheme. The Scheme will be launched in April 2011. An organizing committee under the convensorship of the Sub-committee chairman, with members from major trade associations, will meet to solicit as much participation as possible from the business sector.

### **SUB-COMMITTEE ON FAMILY SUPPORT**

#### **Progress of family researches**

4. The research teams met with the Deputy Convenor of the Sub-committee on Family Support (Prof Daniel Shek) and Prof M K Lee of the Central Policy Unit on 10 January 2011 to exchange views on how to identify recommendations for further discussion and deliberations. The Sub-committee will deliberate the findings and recommendations before they are put to the Family Council for consideration in its May meeting.

### **SUB-COMMITTEE ON FAMILY EDUCATION**

5. The Sub-committee met on 14 January to discuss progress of production of various family educational packages.

## **Production of Parental Educational Package (親子篇) – “18 Handy Tips for Family Education” (我家有教 18 式)**

6. The educational materials, targeted at general families and family members of different age groups, included topics such as parenting, responsibility, emotional quotient, communication, etc. The educational package will be uploaded to various channels, including the Happy Family Info Hub and Roadshow in March 2011. Upon completion of this package, the Sub-committee will proceed with the production of other series of family education.

## **Production of Family Education Package by HKU Family Institute**

7. The HKU Family Institute has been commissioned to produce the family education package (the Package). The content of the Package would be based on a real family story to depict the experience of how the family went through the various phases of family development. The production will be completed and uploaded to the Happy Family Info Hub in the second quarter of 2011.

## **Consultancy Study on Family Education**

8. Upon the completion of procurement procedures, the consultancy study will be commissioned with a view to completion in the third/fourth quarter of 2011. The Council will be briefed on the findings after the deliberations by the Sub-committee.

## **WAY FORWARD**

9. 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  
February 2011**