

**For discussion on  
23 May 2013**

**Paper FC 7/2013**

## **Family Council**

### **2013/14 Family-Friendly Employers Award Scheme**

#### **PURPOSE**

This paper seeks Members' views on the proposed work plan of the "2013/14 Family-Friendly Employers Award Scheme" (the 2013/14 Award Scheme).

#### **BACKGROUND**

2. Realising that effecting a cultural change involves the collaboration of different stakeholders, the Family Council (the Council) has taken proactive steps in fostering a cultural change through active promotion and education. As the business sector is a major partner and stakeholder who, with its huge number of employers and employees, holds the key to promoting family core values and a loving family culture, the Council launched the territory-wide "2011 Family-Friendly Employers Award Scheme" (the 2011 Award Scheme) for the first time in 2011 under which business firms were awarded for the family-friendly measures they implemented.

3. The 2011 Award Scheme had successfully reached out to the business sector. More than 5,000 visits to companies in different sectors and districts were made. Leveraging on the business connections of the Organising Committee (the OC), Labour Department (LD) as well as District Offices of the Home Affairs Department (HAD), the Council conducted 17 briefing sessions for some 1,500 participants and established contacts with some 100 employers and employees associations. Apart from the business sector, the Council also made use of various means to further promulgate the family-friendly message to the community. With different forms of promotional efforts, some 1,110 companies signed up for the Scheme. The Scheme had successfully raised the awareness of the business sector of the importance of Family-Friendly Employment Practices (FFEPs).

4. In view its resounding success, the Council agreed that the Award Scheme should be organised as a regular biennial event and its scope and coverage should also be expanded to the non-business sectors including NGOs and social enterprises in the future.

## **PROPOSED WORK PLAN**

### *Organising Committee*

5. An OC was formed to give advice and help publicise the 2011 Award Scheme. The formation of an OC provided a platform for outreaching to different sectors of the community and has proved successful in boosting the participation rate. With a view to collecting views from stakeholders to refine the Scheme and facilitating the launch of the Scheme, an OC is recommended to be formed again in 2013/14. The proposed composition of the OC is at **Annex A**. We intend to include a mix of organizations from both the business and the non-business sectors. We will keep the Council informed of progress made by the OC, as and when required.

### *Framework*

6. To maintain consistency and sustainability, it is recommended that the framework (including the objectives, eligibility, award categories as well as assessment criteria) of the 2011 Award Scheme be largely adopted, with some refinements being made to taken into account the expansion of the scope to non-business sector as well as the recognition to those companies who have continuously shown support to the Scheme and demonstrated their implementation of FFEPS. The proposed framework is at **Annex B**.

### *Outreaching and Publicity Strategies*

7. In order to promote the Award Scheme to different sectors of the community and impress upon employers and employees the merits of joining the Award Scheme, we will actively reach out to –

- (a) business chambers, industry association as well as NGOs through the OC;
- (b) employers and employees' association through LD;
- (c) industry and commerce association in the 18 Districts through the District Office of the HAD;
- (d) participants of other award programmes (such as the "Caring Companies" organised by the Hong Kong Council of Social Service and the "HSBC Living Business Awards" organised by the Hongkong and Shanghai Banking Corporation Limited); and
- (e) the general public through direct engagement by conducting interactive briefing sessions as well as visits.

8. To complement our outreaching efforts, the publicity campaign will also incorporate the following elements –

- (a) production of Announcement of Public Interests; and
- (b) production of printed promotional materials (including posters, leaflets, press advertorials, etc.).

Through the large-scale publicity and outreaching campaign, we plan to reach out as many as companies/organizations as possible. We will also explore the possibility of publicizing the 2013/14 Award Scheme through radio channels and other free advertising media. A detailed publicity and outreaching plans will be prepared for consideration by the Sub-committee and the OC in due course.

### *Target*

9. We target to increase the total number of companies/organizations enrolled from 1,000 in 2011 to 1,500<sup>1</sup> for the 2013/14 Award Scheme.

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<sup>1</sup> In comparing with other Award Scheme, the target of 1,500 companies/organizations is considered reasonable. For example, some 2,500 companies and companies are awarded as "Caring Company" or "Caring Organisation" under the Caring Company Scheme launched by the Hong Kong Council of Social Service since 2002.

*Timeframe and Estimated Cost*

10. The time-table of the 2013-14 Award Scheme is appended below –

<b>Time</b>	<b>Work Plan</b>
• August/September 2013	• Press briefing to announce the launching of the 2013/14 Award Scheme
• September to December 2013	• Enrolment
• January to March 2014	• Shortlisting and adjudication
• April/May 2014	• Prize Presentation

11. The total estimated project cost is around \$5.2 million, with breakdown at **Annex C**.

**ADVICE SOUGHT**

12. Members are invited to give their views on the proposed work plan.

**Family Council Secretariat  
May 2013**

### Organising Committee – Proposed Composition

**Chairman:** Chairman of the Family Council

**Members:**

**Business sector**

Category	Proposed organisations
<b>Chambers of commerce / Employers' organisations</b>	1. Hong Kong General Chamber of Commerce* (香港總商會) 2. The Chinese General Chamber of Commerce* (香港中華總商會) 3. The Chinese Manufacturers' Association of Hong Kong* (香港中華廠商聯合會) 4. Federation of Hong Kong Industries* (香港工業總會) 5. Hong Kong Small and Medium Enterprises General Association* (香港中小企業總會) 6. The Hong Kong Institute of Directors* (香港董事學會) 7. Employers' Federation of Hong Kong (香港僱主聯合會)
<b>Human resources management and customer service</b>	8. Hong Kong Institute of Human Resource Management (香港人力資源管理學會) 9. Hong Kong Association of Customer Service Excellence* (香港優質顧客服務協會有限公司)

<b>Category</b>	<b>Proposed organisations</b>
<b>Cross-profession</b>	10.The Hong Kong Coalition of Professional Services (香港專業聯盟)
<b>Accounting</b>	11.Hong Kong Institute of Certified Public Accountants (香港會計師公會) 12.Association of Chartered Certified Accountants Hong Kong* (特許公認會計師公會香港分會)
<b>Banking</b>	13.The Hong Kong Association of Banks (香港銀行公會)
<b>Catering</b>	14.Hong Kong Federation of Restaurants & Related Trades* (香港餐飲聯業協會) 15.Association of Restaurant Managers* (現代管理(飲食)專業協會)
<b>Import and export</b>	16.The Hong Kong Chinese Importers' & Exporters' Association* (香港中華出入口商會) 17.The Hong Kong Exporters' Association (香港出口商會)
<b>Information technology</b>	18.Internet Professional Association* (互聯網專業協會)
<b>Legal</b>	19.The Law Society of Hong Kong* (香港律師會)
<b>Medical and dental</b>	20.Hong Kong Dental Association (香港牙醫學會) 21.The Hong Kong Private Hospitals Association (香港私家醫院聯會)

<b>Category</b>	<b>Proposed organisations</b>
	22.The Federation of Medical Societies of Hong Kong (香港醫學組織聯會) 23.The Hong Kong Medical Association (香港醫學會)
<b>Real Estate and construction</b>	24.The Real Estate Developers Association of Hong Kong (香港地產建設商會)* 25.Hong Kong Construction Association (香港建造商會)
<b>Tourism</b>	26.Travel Industry Council of Hong Kong (香港旅遊業議會)
<b>Transport and logistics</b>	27.Hong Kong Association of Freight Forwarding Agents (香港貨運業協會)
<b>Wholesale and retail</b>	28.Hong Kong Retail Management Association* (香港零售管理協會)

\* Members of the “Family-Friendly Employers Award Scheme 2011” Organising Committee

**Non-business sector**

<b>Category</b>	<b>Proposed organisations</b>
<b>Non-governmental organisations</b>	<ol style="list-style-type: none"><li>1. Po Leung Kuk (保良局)</li><li>2. The Hong Kong Council of Social Service (香港社會服務聯會)</li><li>3. The Women's Foundation (婦女基金會)</li><li>4. Tung Wah Group of Hospital (東華三院)</li><li>5. Yan Chai Hospital (仁濟醫院)</li><li>6. Yan Oi Tong (仁愛堂)</li><li>7. YMCA of Hong Kong (香港基督教青年會)</li></ol>
<b>Statutory bodies</b>	<ol style="list-style-type: none"><li>8. Airport Authority Hong Kong (香港機場管理局)</li><li>9. Hong Kong Tourism Board (香港旅遊發展局)</li><li>10. Hong Kong Trade Development Council (香港貿易發展局)</li><li>11. Hospital Authority (醫院管理局)</li></ol>



**Official representatives from relevant bureaux/departments**

<b>Category</b>	<b>Proposed organisations</b>
<b>Relevant Bureaux/ Departments</b>	<ol style="list-style-type: none"><li>1. Education Bureau (教育局)</li><li>2. Home Affairs Department (民政事務總署)</li><li>3. Labour and Welfare Bureau/Labour Department (勞工及福利局/勞工處)</li></ol>

**Propose Framework of the  
2013/14 Family-Friendly Employers Award Scheme**

**I. OBJECTIVES**

To foster a culture of loving families in the community, the Family Council will organise the 2013-14 Family-Friendly Employers Award Scheme. The objectives are:

- (i) to raise awareness of employers in the community of the importance of family core values, and to foster a pro-family culture and environment;
- (ii) to give recognition to companies/organisations that demonstrate a family-friendly spirit and encourage them to implement family-friendly employment policies and practices.

**II. ELIGIBILITY**

- (i) Companies
  - (a) Companies registered under the Business Registration Ordinance (Chapter 310) or incorporated under the Companies Ordinance (Chapter 32) are eligible to participate in the Award Scheme.
- (ii) Organisations<sup>2</sup>
  - (a) Non-governmental organisations and social enterprises.

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<sup>2</sup> Examples in this category include educational institutions, healthcare institutions, charitable institutions, social service organisations, social enterprises, statutory bodies, chambers of commerce and professional bodies. Organisation's final eligibility will be decided by the Organising Committee.

### **III. APPLICATION/NOMINATION**

- (i) Each company/organisation may submit one application. If the company/organisation operates as a group, the holding company/organisation and its subsidiaries should submit separate applications.
- (ii) A company/organisation may enter the Award Scheme directly by submitting an application form. Alternatively, the company/organisation may be nominated by its current or former employees. The company/organisation being nominated is required to submit the application form.

### **IV. AWARD CATEGORIES**

- (i) Companies
  - (a) Corporations Category (companies with 100 or more employees in Hong Kong)
  - (b) Small and Medium Enterprises (SME) Category (companies with fewer than 100 employees in Hong Kong)
- (ii) Organisations
  - (a) Organisations Category (organisations as specified in II.(ii)(a))

## V. AWARDS

- (i) Distinguished Family-Friendly Employers
  - (a) “Distinguished Family-Friendly Employers 2013-14” will be awarded to companies/organisations demonstrating impressive practices in the implementation of family-friendly employment policies and practices and in the promotion of family core values. “Special Mention” will be given to those companies which have also been awarded the “Distinguished Family-Friendly Employers” in 2011.
  
- (ii) Family-Friendly Employers
  - (a) “Family-Friendly Employers 2013-14” will be awarded to companies/organisations fulfilling the family-friendly requirements of the Award Scheme in 2013-14. “Special Mention” will be given to those companies which have also been awarded the “Family-Friendly Employers” in 2011.
  
- (iii) Innovation Award
  - (a) Innovation Award 2013-14 will be awarded to companies/organisations demonstrating innovative ideas in formulating family-friendly employment policies and practices for their employees or in the promotion of family core values.

## VI. ASSESSMENT CRITERIA

<b>Assessment Criteria</b>	<b>Point Values</b>
<b>(i) Family-friendly Employment Policies and Practices</b>	<b>50</b>
(a) The company/organisation has adopted various job-related and / or outside-the-workplace family-friendly employment policies and practices that enable employees to manage their time to take into account their family commitment and facilitate family life.	40
(b) The company/organisation has provided employee and family care arrangements, benefits and support which take into consideration the employees' family situation and have a positive impact on their family life.	
(c) The policies and practices are innovative in their concept, design and / or implementation and are new to the company/organisation, or to the industry, or to Hong Kong.	10
<b>(ii) Benefits to the Company/Organisation and Employees</b>	<b>35</b>
(a) The policies and practices have a positive impact on the company/organisation and the employees.	15
(b) The company/organisation has clearly demonstrated its commitment to family life and fostering a culture of loving family through a case study / an example / a touching story.	20
<b>(iii) Rationale Behind the Implementation of Family-friendly Employment Policies and Practices and Top Management Commitment</b>	<b>15</b>
(a) The rationale behind the implementation of the policies and practices is well-defined.	
(b) The top management is committed to promoting a pro-family culture and work environment.	
<b>Total</b>	<b>100</b>

## Annex C

### Total Estimated Cost of the 2013/14 Family-Friendly Employers Award Scheme

<b>Item</b>	<b>Estimated Cost</b>
(a) to produce the Announcement of Public Interests	\$0.5 million
(b) to implement the Award Scheme (including processing of all applications and adjudication)	\$1.4 million
(c) to formulate and implement the promotional strategies (including outreaching and networking plans)	\$1.4 million
(d) to organise the press briefing for launching the Award Scheme and the prize presentation ceremony	\$0.7 million
(e) to publicize the Award Scheme through different channels (such as radio and printed media, etc.)	\$1.2 million
<b>Total:</b>	<b>\$5.2 million</b>