

**For meeting on  
26 October 2010**

**Paper FC 9/2010**

## **Family Council**

### **Progress of Work of the Sub-committee on the Promotion of Family Core Values**

#### **PURPOSE**

This paper invites Members to note the progress of work of the Sub-committee on the Promotion of Family Core Values.

#### **Happy Family Campaign**

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

- (a) Loving Family Award – launched on 10 July 2010 with support from the Radio Television Hong Kong (RTHK). Families from different sectors of the community were recruited to participate in the family-themed workshops and activities be 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) every Friday from September to December.
- (b) E-card Design Competition – a family workshop was held on 24 July 2010, with participation from parents, students and teachers. Winning designs will be used in the e-cards for sharing and promulgation through the Happy Family Info Hub.
- (c) Participation in the Hong Kong Book Fair 2010 – in collaboration with the Committee on the Promotion of Civic Education, a booth with the theme “Develop a Positive Attitude towards Life, Build Happy Families” was put up to

promote family core values. 25,700 visitors had visited the booth.

(d) The premiere of the Happy Family Drama – the “Grandfather’s Untold Story” featuring cross-generational relationship was premiered on 1 August 2010. A series of community tours will be arranged in the coming months, to be followed by school tours.

3. Following the Family Council’s decision to put in place a Family Friendly Company Award Scheme, the Sub-committee met on 12 August 2010 to discuss the details. A revised draft framework of assessment for the Scheme being considered by the Sub-committee is at **Annex**.

### **The Happy Family Info Hub**

4. In view of the positive response and feedback to the Happy Family Info Hub, and in order to further enrich the contents of the Info Hub, the Family Council secretariat is now building up a new “Million Others” (百萬人的故事) corner, with a view to recruiting as many people as possible to share their family stories and/or loving-family messages. Letters of appeal have been distributed to the private sector and non-governmental organizations to solicit support and contribution of articles, songs, poems, drawings, messages, apothegms, video clippings, etc. to promote sharing of family values on the Info Hub.

### **WAY FORWARD**

5. Members are invited to note the progress of work of the Sub-committee on the Promotion of Family Core Values.

**Family Council secretariat**  
**October 2010**

## **Family-friendly Company Award Scheme**

### **OBJECTIVES**

The objectives of the “Family-Friendly Company Award Scheme” by the Family Council are:

- To raise awareness of the business sector of the importance of family core values, and to foster a pro-family culture and environment;
- To give recognition to companies and firms that demonstrate a family-friendly spirit and encourage them to implement family-friendly employment policies and practices.

### **ELIGIBILITY**

All companies and firms registered under the Business Registration Ordinance (Chapter 310) or incorporated under the Companies Ordinance (Chapter 32) are eligible for participation in the Scheme.

### **AWARDS**

- Any participating company and firm that meets the following requirements will be recognized as a “Family-friendly Company”, and be awarded a specially-designed logo for use in any promotional materials by the relevant company/firm to promulgate positive message that it is a family-friendly company/firm :
  - Willing to implement family-friendly employment practices;
  - Willing to provide programmes/activities which encourage work-life balance;
  - Willing to foster family-friendly business culture and promote family core values including “Love and Care”, “Respect and Responsibilities” and “Communication and Harmony”.

- Applications will be classified by two categories, namely those from companies with fewer than 100 employees and those with more than 100 employees. Companies in these two categories will be considered separately for the following awards:
  - “The Grand Award” will be given, in each category, to a company/firm that could present or demonstrate the most touching stories on how they put in practice family-friendly measures for their employees and promote family core values.
  - “Awards for Innovation” will be given to companies demonstrating the most innovative ideas in formulating family-friendly measures for their employees or in the promotion of family core values.

## **ASSESSMENT FRAMEWORK**

Marks will be given by an assessment panel with reference to the following assessment criteria. Participating companies/firms are welcome to give a tick against such criteria as they think fit, or to elaborate details during the presentation to the panel –

### **Part A : Job-related criteria (70%)**

- Is your company/firm flexible in allowing employees to manage their time in a way that takes into account such family obligations as parenting? (0-30%)

*For example*, to what extent does your company/firm enable your employees to enjoy e.g. flexibility in terms of working hours, temporary or permanent part-time work arrangements, job sharing, swapping shifts, early leave from work, work from home etc. What is the usual practice, and are there exceptions to the rule?

- Is your company/firm flexible in allowing employees to manage their time in a way that takes into account such family events as weddings, pregnancies, bereavement etc. when these occasions arise? (0-20%)

*For example*, to what extent do your employees enjoy flexibility in terms of taking time-off or no-pay leave? Other examples include paid compassionate and family-care leave, as well as phased or seasonal work, etc. What is the usual practice, and are there exceptions to the rule?

- Does your company/firm facilitate arrangements, formal or informal, that take into consideration the family situation of the employees? Are there arrangements that may have a positive impact on their family life? Are there any other particular traditional or innovative job-related practices that facilitate family life or foster a culture of loving family amongst your employees? (0-20%)

*For example*, provision of child/elderly day-care arrangements. Practices that are creative or demonstrate you have the heart to do so will be given weight.

**Sub-total : 70 marks**

**Part B : Outside-the-workplace Criteria (30%)**

- Does your company/firm offer any types of incentives/ benefits to the employees that may have a positive effect on their family life, or even directly to family members? (0-10%)

*For example*, in the form of scholarships to support the education of the employees' children. Some other examples include family health and family support programmes, etc.

- Does your business host or organize events or activities where family members of your employees are welcome to participate? How often do they accept and attend such invitations, and what is their feedback ? (0-10%)

*For example*, “bring-your-child-to-workplace” or “eat-with-your-family days”, as well as end-of-year and festive meals, etc.

- Are there any traditional and/or innovative after work practices that facilitate family life, foster a culture of loving family amongst your

employees or promote family core values (love and care, respect and responsibility, communication and harmony) ? (0-10%)

*For example*, practices that are creative or demonstrate a human dimension will be given weight.

**Sub-total : 30 marks**

**Total : 100 marks**

## **ADJUDICATION PROCESS**

Assessment / adjudication of the applications will be conducted in two phases.

### **Stage One adjudication**

- An assessment panel comprising members of the Family Council and representatives from the private and public sector will screen the paper submissions to determine the awards of the “Family-friendly Company”.
- The panel will shortlist 10 companies from each of the two categories to enter second-stage adjudication for “The Grand Award” and “Award for Innovation”.

### **Stage Two adjudication**

- Short-listed companies and firms will make a short presentation to the panel.
- The panel will determine the Grand Awards and the Awards for Innovation.

## **SUBMISSION OF ENTRIES**

Each company/firm may submit one entry.

## **TIMETABLE**

The timetable for the Award Scheme is stipulated as follows-

<b>Key Activities</b>	<b>Time</b>
● Preparation	● August-December 2010
● Open for application	● January 2011
● Enrolment Deadline	● May 2011
● Stage One Adjudication	● July 2011
● Stage Two Adjudication	● September 2011
● Announcement of Results	● October/November 2011