

Family Council

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

PURPOSE

This paper briefs Members on the progress of work of the two Sub-committees under the Family Council (the Council).

SUB-COMMITTEE ON THE PROMOTION OF FAMILY CORE VALUES AND FAMILY EDUCATION

2. The Sub-committee on the Promotion of Family Core Values and Family Education (the Promotion Sub-committee) met on 1 June 2023 to discuss the progress of the territory-wide publicity campaign organised in collaboration with the Radio Television Hong Kong (RTHK) in 2023-24 and the production of the promotional videos on good family-friendly employment practices.

Territory-wide Publicity Campaign Organised in Collaboration with RTHK

3. The territory-wide publicity campaign entitled 「家・信守一生」推廣運動 which aimed to promote the theme of “Marital Happiness and Harmony” included the following programmes/activities:

- (a) 「愛一世・家書」選舉 – it was launched on 15 May 2023 and results of the competition would be announced at a family publicity event of the Council on 24 September 2023;
- (b) Thematic website – information of the publicity initiatives and audio clips of the radio segments produced under the publicity campaign would be posted onto a dedicated thematic website;
- (c) Radio segment featuring family-friendly employment practices (FFEPs) – a new dedicated radio segment entitled “「家庭友善在職場」短劇” comprising ten episodes featuring diversified FFEPs in

the form of drama were being produced for broadcasting in RTHK Radio 2 from May 2023 to February 2024;

- (d) Thematic segments in radio programmes – two thematic segments, namely “大城市小故事” (40 episodes) and “瘋 Show 家庭秘笈” (ten episodes) were being produced for broadcast from May 2023 to March 2024 in RTHK Radio 2;
- (e) Family Publicity Event – to tie in with the launch of the Council’s new family education package on “Martial Happiness and Harmony”, a family publicity event will be held on 24 September 2023 at the auditorium of the Hong Kong Palace Museum. Around 250 members of the public could participate in the event which included sharing by celebrities, stage performance and award presentation to winners of 「愛一世·家書」選舉;
- (f) Voice acting workshops and children’s radio drama – the new season of “畢得鳥劇場” would be released in RTHK Radio 2 from October 2023. In July and August 2023, four workshops on voice acting, presentation and public speaking skills would be organised for primary/secondary students who would have the chance to take part in the radio drama; and
- (g) Other promotions – promotional trailers during specific festive seasons and short messages of “The But’s Family” (畢得鳥短訊) would be produced and broadcasted on RTHK Radio 2 throughout the period of the publicity campaign. Souvenirs featuring “The But’s Family” would also be produced for distribution to participants of the programmes and activities of the publicity campaign.

Promotional Videos on Good FFEPs

4. The first two episodes of the new series of promotional videos entitled “Family-friendly Workplace” (家庭友善在職場) features the FFEPs of Richform Holding Limited (富安集團有限公司) and Hung Fook Tong (鴻福堂集團) and were launched through the Council’s website, Facebook page and YouTube Channel in March and June 2023 respectively. Advertisement would continue to be placed at suitable digital platforms to further promote the videos in the community.

SUB-COMMITTEE ON FAMILY SUPPORT

5. The Sub-committee on Family Support (the Support Sub-committee) met on 6 June 2023 to discuss the progress of the preparatory work of the Family Survey 2024.

Family Survey 2024

6. Having regard to the satisfactory completion of the Family Survey 2021, the Support Sub-committee agreed to conduct another round of Family Survey in 2024 following the framework, methodology and work plan of the Family Survey 2021 except that a new theme would be adopted for the thematic survey. With reference to the draft project brief prepared by the Council Secretariat, the Support Sub-committee agreed that both general survey and thematic survey would be included to collect relevant information and data on the existing circumstances of families in Hong Kong. For the Thematic Survey, the theme of work-family balance would be adopted and arrangements of the survey, including the survey design and questionnaire design would be largely the same as those of the last Family Survey. Subject to the appointment of the service contractor of the Family Survey 2024, it was estimated that the fieldwork would be conducted from January 2024 to April 2024. The preliminary findings and the draft report were expected to be ready in July 2024 and September 2024 respectively.

ADVICE SOUGHT

7. Members are invited to note the progress of the Sub-committees at paragraphs 3, 4 and 6 above. The Sub-committees will continue to oversee their respective programmes and activities. Members are welcome to convey their comments and suggestions, if any, to the Council Secretariat.

Family Council Secretariat

August 2023