

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 26 August 2021 to discuss the progress of the Story Creation-cum-Story Telling Competition, and the production of the third storybook of “The But’s Family”.

Story Creation-cum-Story Telling Competition

3. As agreed at its 26th meeting of the Promotion Sub-committee held on 26 November 2020, the Council would organise a story creation competition for the Council’s second storybook, i.e. “Secret to Perfection of The But’s Family” (the Competition) for primary one to three school students to encourage them to capitalise on their creativity and take part in the activity. In June 2021, a service provider was commissioned through a quotation exercise to provide public relations, marketing and implementation services for the Competition. The Competition was launched on 30 June 2021 and the enrolment period will last for three months up to 30 September 2021. To better gear up and support potential participants, three online workshops on creative story writing and storytelling were organised before the enrolment deadline between July and August 2021 for interested students. Adjudication and online public voting for favourite entries will follow in October and November 2021 respectively while the results of the Competition will be announced in late December 2021 tentatively. Apart from the platforms of the Council’s Facebook page and website, a publicity plan which features intensive follow-up

with schools and releases of promotional materials on different printed and social media are in the pipeline to promote the Competition to our targeted audience, namely, parents, primary school teachers and students with an aim to attract more entries and foster a better understanding on the importance of families in the process.

Third Storybook of “The But’s Family”

4. Having regard to the positive responses of the general public to the two storybooks of “The But’s Family” launched in January 2020 and February 2021 respectively, the Promotion Sub-committee agreed at its 26th meeting held on 26 November 2020 to publish the third storybook of “The But’s Family” to cover primary four to six students aged nine to eleven. The third storybook will tie in with the theme of the 2021-22 Publicity Plan, i.e. “Enhancement of Family Resilience”, and is expected to be launched in the first quarter of 2022. To take the matter forward, the Promotion Sub-committee discussed and agreed on the proposed parameters, format, storyline, theme song, etc. at its meeting held on 26 August 2021. Taking into account Members’ comments, a quotation exercise will be arranged to engage a publisher to produce the third storybook, theme song and the related materials.

SUB-COMMITTEE ON FAMILY SUPPORT

5. The Sub-committee on Family Support (the Support Sub-committee) met on 3 September 2021 to discuss the progress of preparing the Family Survey 2021, and the implementation of two sponsored projects under the Thematic Sponsorship Scheme to Support Family-related Initiatives.

Family Survey 2021

6. The Support Sub-committee discussed the proposed project brief of the Family Survey 2021 (the Survey) at its meeting held on 4 June 2021 and agreed on issues, including the major subjects of the general survey to be covered by the thematic survey with a view to exploring the correlations between the two surveys, and provision of coupons as an incentive to respondents who completed the thematic survey. In late July 2021, a service provider was commissioned to conduct the Survey upon completion of the required quotation procedures. The Support Sub-committee then discussed the implementation plan of the Survey and the proposed questionnaire design of the thematic survey as presented by the service provider at its meeting held on 3 September 2021. The service provider would take note of Members’ comments, including the timing of conducting the pilot survey and the length

of the questionnaire for the thematic survey, and refine the questionnaire for an early commencement of the pilot survey.

Thematic Sponsorship Scheme to Support Family-related Initiatives

7. Having regard to the satisfactory results of the Pilot Scheme on Thematic Sponsorship to Support Family-related Initiatives (the Pilot Scheme), the Support Sub-committee supported the launch of the Thematic Sponsorship Scheme to Support Family-related Initiatives (the Scheme) following largely the framework of the Pilot Scheme with refinements mainly in the evaluation mechanism of the approved projects. The Scheme aims to provide sponsorship to support non-profit making and worth-while family-related initiatives, with the objectives to heighten community awareness of family core values as well as to promote a pro-family environment and family well-being. There are three themes under the Scheme, namely, “Preventing and Resolving Family Conflicts/Disputes”, “Step and Split Families” and “Divorce Education”. The four projects approved under the Scheme were launched in January 2021 and are expected to be completed in February 2022.

8. The Support Sub-committee noted, through the presentations made by two of the four sponsored organisations, namely, DADs Network Limited and Christian Family Service Centre Family Energizer at its meeting held on 3 September 2021 that the two projects had been progressing well according to schedule. The Support Sub-committee considered that the programmes covered by the projects, such as training workshops and sharing sessions helpful to participants. The two organisations were reminded to suitably review the effectiveness of the programmes through the research being conducted.

ADVICE SOUGHT

9. Members are invited to note the progress of the Sub-committees at paragraphs 3, 4, 6, 7 and 8 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
September 2021**