

## **Family Council**

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

#### **PURPOSE**

This paper briefs Members on the progress of work of 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”) held a meeting on 18 May 2017 to discuss issues relating to the Family-Friendly Employers Award Scheme.

#### *Post 2015/16 Family-Friendly Employers Award Scheme Publicity Plan – Short Videos of Selected Family-friendly Employment Practices*

3. To cultivate family-friendly culture and encourage wider adoption of family-friendly employment practices (“FFEPs”) by employers of different sectors, it was agreed at the meeting of the Promotion Sub-committee of 15 November 2016 to produce a series of short videos featuring twelve FFEPs identified from the awardees of the “2015/16 Family Friendly Employers Award Scheme” for displaying during the experience sharing sessions to be held in July to September 2017 and through various publicity channels. M21, a production house under the Hong Kong Federation of Youth Groups which was commissioned to produce the videos, presented, at the Promotion Sub-committee’s meeting on 18 May 2017, the rough cut of two videos on special leave for employees to accompany their children during examination period and extra leave for employees whose kids’ conduct was rated as “B+” and above by schools. It also briefed Members on the story boards of the remaining ten FFEPs. Members generally found the videos enchanting and made the following suggestions for M21 to polish its production –

- (a) the part on interview with employers should be enriched with more sharing on their implementation experience including how to overcome difficulties encountered and lesson to learn;
- (b) the stories to showcase the FFEPs should cover, apart from parents and kids in nuclear families, other family members in extended family; and
- (c) the transition from story to interview should be smooth and the video host who shouldered the bridging responsibility should have the charisma to buy in the target group of audience.

*Proposed Framework of the 2017-18 Family-friendly Employers Award Scheme*

4. The Family-Friendly Employers Award Scheme has been held biennially since 2011 to foster a pro-family culture and to give recognition to companies and organisations that demonstrate a family-friendly spirit. To prepare for the 2017/18 Award Scheme, the Promotion Sub-Committee endorsed the framework proposed by the Council Secretariat at its meeting on 18 May 2017. As compared with the previous award schemes, the proposed framework has the following suggested enhancements –

- (a) the two-tier awards would be changed to three-tier with the addition of a new category of “Family-Friendly Employers – Grand Award” to give recognition to companies and organisations which consistently received “Distinguished Family-Friendly Employers” awards and have remarkable achievements in introducing new or innovative FFEPs, and/or extending the coverage of beneficiaries of their FFEPs. It is proposed that the Grand Award be limited to no more than five awardees in each category of “Corporation”, “Small and Medium Enterprises” and “Organisations”;
- (b) a new “Outstanding Family-Friendly Employment Practices” award will be introduced, in place of the “Awards for Innovation”, to give recognition to companies and organisations that have adopted exceptionally meritorious FFEPs to support their employees. It is proposed that the number of awardees be capped at ten;
- (c) only finalists of the “Family-Friendly Employers – Grand Award” and “Outstanding Family-Friendly Employment Practices” award

would be shortlisted for interviews by Assessment Panels, whereas the “Meritorious Family-Friendly Employers”<sup>1</sup> and “Family-Friendly Employers”<sup>2</sup> awards would be issued according to marks scored by the entrants. For quality assurance, sample audit checks would be conducted by the Award Scheme Secretariat; and

- (d) subsidiaries operating under a group may choose to either submit separate applications or join the holding company or organisation to submit a joint application<sup>3</sup>.

5. To streamline the administration of the Award Scheme, use of electronic application form would be explored. The logo of the Award Scheme would be reviewed. The Promotion Sub-committee also endorsed that the 2017/18 Award Scheme be launched in conjunction with the Council’s 10<sup>th</sup> anniversary publicity event to be held in late November or early December 2017. It was expected that the adjudication would be completed by August 2018 with the prize presentation ceremony be held in late 2018.

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

6. The Sub-committee on Family Support (“the Support Sub-committee”) met on 23 May 2017 to discuss the progress of two sponsored projects under 2016-17 Pilot Scheme on Thematic Sponsorship to Support Family-related Initiatives, and the proposed methodology of the Family Survey 2017.

*Sponsored projects under 2016-17 “Pilot Scheme on Thematic Sponsorship to Support Family-related Initiatives” (Pilot Scheme)*

7. With a view to creating a pro-family environment and supporting family-related initiatives, the Support Sub-committee agreed at its meeting on 17 November 2015 to launch a two-year pilot scheme to provide one-off sponsorship to registered organisations, statutory bodies or recognised community organisations to support non-profit making and worthwhile family-

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<sup>1</sup> Renamed from the previous “Distinguished Family-Friendly Employers” Award for companies that have adopted impressive practices and demonstrated commitment in the implementation of FFEPs.

<sup>2</sup> This is the primary level of award for companies and organisations which have fulfilled the basic requirements on adoption of FFEPs. To encourage participation, the application procedure would be streamlined.

<sup>3</sup> In the previous Award Schemes, if the companies or organisations operate as a group, the holding company or organisation and its subsidiaries should submit separate applications.

related initiatives. The Home Affairs Bureau has set aside a total of \$6 million (i.e. \$3 million per year) for the Pilot Scheme. The themes for the 2016-17 Pilot Scheme are “Parent Education” and “Divorce Education”, and a total of four projects were approved for sponsorship totaling \$2.97 million. Commenced in November 2016, the projects had run for around six months and two of the sponsored organisations, i.e. the International Social Services Hong Kong Branch and the Single Parents Association, presented the progress of their respective projects “Be Good Parent”<sup>4</sup> and “人生中轉站 – 離婚教育計劃”<sup>5</sup> at the Support Sub-committee’s meeting on 23 May 2017. Members noted the progress of the two projects and the sponsored organisations had been recruiting participants and delivering the programmes according to target and schedule. Suggestions on enhancing the effectiveness of evaluation of projects were given to the two sponsored organisations with a view to collecting more useful empirical data for considering the way forward.

### *Family Survey 2017*

8. The Council first conducted the Family Survey (“the Survey”) in 2011 and agreed at its meeting on June 2012 to carry out similar surveys on a biennial basis to keep track of the changes and development of Hong Kong families in terms of family structures, attitudes and values, etc. Following the endorsement of the framework of the 2017 Survey at the Support Sub-committee’s meeting on 15 March 2017, the Council Secretariat completed the procurement procedures and commissioned Policy 21, which was also the research team appointed in the 2011, 2013 and 2015 Surveys, to conduct the new round of Survey. The Support Sub-committee noted that the sample size of the 2017 Survey would be increased to 4 000 and the survey would be conducted by Computer-assisted Personal Interviewing. Members suggested the research team to review the design of questionnaire to focus more on the dynamic issues, whereas questions on issues with a steady trend could be consolidated. Opportunity might also be taken to collect the participants’ response to possible cohort survey in future.

9. The research team will finalise the survey questionnaire by August 2017 for conducting the main survey in September to December 2017 and submitting draft report in the first quarter of 2018.

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<sup>4</sup> The project aims to fill the existing service gap and develop a parenting intervention to accommodate the needs of cross-boundary and new arrival families. Participants of the project will be divided into two groups for attending either a parenting intervention talk or an information talk. The study will evaluate and compare the outcome of the two groups of participants.

<sup>5</sup> Through organising talks covering a wide range of subjects and peer groups activities for experience sharing, the project aims to assist the adults and parents from separated or divorced families to cope with the emotional changes arising from separation.

## **WAY FORWARD**

10. The Sub-committees will continue to oversee their respective programmes and activities. Members are welcome to convey their comments and suggestions to the Secretariat.

**Family Council Secretariat  
June 2017**