

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 24 November 2022 to discuss the progress of organising the roving drama series, the promotional videos on good family-friendly employment practices and the 2023-24 Publicity Plan.

2022-23 Publicity Campaign – Roving Drama Series

3. Upon completion of the quotation exercise, Spring-Time Experimental Theatre Limited (春天實驗劇團) (Spring-Time) was engaged in early November 2022 for production of the roving drama series. Mr Clifton KO (高志森) who is a veteran in the drama, television and entertainment sectors, will be the Chief Director of the roving drama series. The title of the drama is “愛畢氏家庭” which is about how Nicky BUT (畢彌基), the 12-year-old elder brother of the But’s Family copes with the newly-bought smart home system “AI 畢家索” under different daily life scenarios. To allow the target audience (i.e. secondary one to three students) to have a deeper impression and better understanding of the messages behind the drama performances, more than one storylines and endings were created to let the audience decide the development of the story plot during the performances. While Nicky is the main character of the story, two supporting roles are included and to be taken up by the audience randomly-selected from the floor to increase their participation during the drama performance.

4. The duration of each drama performance is around 50 minutes, including a 10-minute interactive session to arouse the audience's interests in the performance. The interactive session comprising role-playing, problem-solving and voting, will tie in with the storyline and create a wide range of learning and educational opportunities in promoting the family core values of "Love and Care", "Respect and Responsibility" and "Communication and Harmony" to the audience. Spring-Time will deploy a facilitator with hands-on experience in hosting interactive sessions of school drama performances to lead the interactive sessions in order to ensure the smooth conduct of the sessions and make the sessions meaningful and inspirational. Besides, the premiere of the roving drama series is tentatively scheduled for 18 February 2023 (Saturday) (p.m.) at an assembly hall of a local secondary school with a capacity of around 250 participants. Following the premiere, a school tour with around 40-60 drama performances will be staged in different secondary schools across the territory from February to July 2023.

Promotional Videos on Good Family-friendly Employment Practices

5. To raise the awareness of employers of the importance of family core values and to foster a pro-family culture and environment, the Council will launch a new annual publicity campaign to promote the wider adoption of family-friendly employment practices (FFEPs) in the community. This new publicity campaign will include production of a series of four to five promotional videos of around three to four minutes each, featuring both employers and benefitted employees of different companies with good FFEPs. The first episode of the promotional videos will be released in March 2023 and the remaining episodes will be launched by phases between May 2023 to February 2024.

2023-24 Publicity Plan

6. A stable and healthy marital relationship is not only the key to a successful and satisfying marriage but a fundamental component contributing to a harmonious and happy family. The theme of "Marital Happiness and Harmony" will be adopted as the theme of the Council's 2023-24 Publicity Plan. To promote this theme across the territory, the 2023-24 Publicity Plan will include the collaboration with the Radio Television Hong Kong to organise a publicity campaign, production of family education package, promotion of the family core values through various social media platforms, including the Council's Facebook page and newly created Instagram account.

Besides, to commemorate the International Day of Families which falls on 15 May every year and further boost the publicity of the Council on its 15th anniversary, a tram free ride day will be arranged on 14 May 2023 (Sunday), i.e. the day before the 2023 International Day of Families. Families may spend time together and ride on all tram routes free of charge on this special day.

SUB-COMMITTEE ON FAMILY SUPPORT

7. The Sub-committee on Family Support (the Support Sub-committee) met on 29 December 2022 to discuss the findings of the Family Survey 2021 and a sponsored project under the Thematic Sponsorship Scheme to Support Family-related Initiatives (the Scheme).

Family Survey 2021

8. The research team submitted the draft reports of the general and thematic surveys in September 2022, and briefed the Support Sub-committee on the major findings and recommendations of the surveys at the last Support Sub-committee meeting. Taking into account the comments given by the Support Sub-committee on the draft reports, the research team would refine the reports and submit the finalised reports to the Council Secretariat soon.

Sponsored Project under the Thematic Sponsorship Scheme to Support Family-related Initiatives

9. The Support Sub-committee noted, through the presentation made by a sponsored organisation, namely International Social Service Hong Kong Branch (香港國際社會服務社) that the project was successfully completed in February 2022 with very positive responses and feedback. The Support Sub-committee considered that the workshops on emotion identification and emotion management proved to be successful in raising the emotional awareness and improve the emotion management skills of parents and children of new arrival families who had stayed in Hong Kong for five years or less. The research results also showed that both the programmes of the counselling groups (「傾心」小組) and community information groups (「傾情」小組) had positive impact on the participants.

ADVICE SOUGHT

10. Members are invited to note the progress of the Sub-committees at paragraphs 3 to 6, 8 and 9 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
December 2022**