

## **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”) met on 14 August 2017 to discuss progress of the publicity campaign “Happy Moments of Family” and 2017/18 Family-Friendly Employers Award Scheme.

##### *“Happy Moments of Family” Campaign*

3. The campaign was launched on 1 August 2017. To encourage participation of families, the following measures were taken –

- (a) a specially designed family board game 「齊齊返屋棋」 was produced for distribution to all entrants; and
- (b) collecting booths would be set up at the venues of designated events and activities organised by the Leisure and Cultural Services Department and Home Affairs Department during the period between August and September 2017.

4. While the response was generally satisfactory, the Promotion Sub-committee discussed and recommended that the media plan should be further enhanced to amplify the publicity impact. The snapshot competition would be further publicised through various social media and website advertisements. In addition, there would be coverage of the campaign on

publications and television programmes at the later stages of public voting and publicity event on 3 December 2017.

### *The 2017-18 Family-friendly Employers Award Scheme*

5. The Promotion Sub-Committee noted that the Council Secretariat had, following the discussion of the framework of the 2017/18 Award Scheme (the Award Scheme), consulted the Civil Service Bureau on the feasibility of inviting government bureaux and departments to participate in the newly added award of “Outstanding Family-Friendly Employment Practices” and obtained its favourable response.

6. To drive public awareness of the Award Scheme, the Promotion Sub-committee endorsed a publicity plan for showing the newly produced short videos on 12 selected family-friendly employment practices from November to December 2017. In addition, it was agreed that a new Announcement of the Public Interests would be produced and broadcasted.

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

7. The Sub-committee on Family Support (“the Support Sub-committee”) met on 8 September 2017 to discuss the latest position of the 2017-18 Pilot Scheme on Thematic Sponsorship to Support Family-related Initiatives and the Study on Family Research in Hong Kong.

### *2017-18 “Pilot Scheme on Thematic Sponsorship to Support Family-related Initiatives” (2017-18 Pilot Scheme)*

8. 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-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 2017-18 Pilot Scheme was launched on 24 March 2017. The themes are “Parent Education – Parenting Stress” and “Step and Split Families”. By the closing date of 15 May 2017, a total of four applications were received. After conducting selection interviews on 13 July 2017, the Assessment Panel recommended supporting two projects namely, “親子情緣 GPS” and “支援家長培育特殊學習需要兒童計劃（將軍

澳) ” proposed by Hong Kong Catholic Marriage Advisory Council and St. James Settlement respectively. The total amount of funding required is around \$1.7 million. To utilise the remaining earmarked funding of \$1.3 million, the Support Sub-committee recommended inviting a second round of applications. The second round of exercise would generally follow the arrangements of the first round of exercise with the following two new modifications–

- (a) to add a new theme of “Support for Carers” to broaden the scope of the scheme; and
- (b) to accept only projects lasting for twelve months so as to maintain broadly the same end date for all approved projects under the 2017-18 Pilot Scheme.

*A Study on Family Research in Hong Kong : A Critical Review and Annotated Bibliography*

9. In view of the lack of a repository or bibliographic database to record all major Hong Kong family studies and information systematically, the Support Sub-committee endorsed at its 19<sup>th</sup> meeting on 6 January 2015 to conduct the “Family Studies in Hong Kong : A summary Analysis and Annotated Bibliography” through the Central Policy Unit. The Department of Social work of the Chinese University of Hong Kong was commissioned to conduct the Study in March 2017. It presented the research methods and implementation plan as set out in its inception report to the Support Sub-committee on 8 September 2017.

**ADVICE SOUGHT**

10. Members are invited to note the progress of the sub-committees and endorse the recommendations of the Support Sub-committee as set out in paragraph 8 above. 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  
September 2017**