

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 29 January 2019 to discuss the Council’s publicity plan in 2019-20 which covers also a territory-wide publicity campaign organised in collaboration with the Radio Television Hong Kong (“RTHK”).

2019-20 Publicity Plan

3. The Promotion Sub-committee agreed to reinforce the family core value of “Love and Care” as the theme of 2019-20 publicity campaign with a sub-theme of “Caring for Our Kids” to echo the territory-wide campaign proposed by the Task Force on Prevention of Youth Suicides. The Chinese title for the publicity campaign would be “童心同行”. It would comprise a territory-wide publicity campaign organised in collaboration with RTHK, an inter-school colouring competition for kindergarten students and picture composition competition for primary school students, publishing of a storybook for parent-kid reading with the purpose of cherishing family love and care, as well as the production of a family education package to echo the theme of “Love and Care – Caring for our Kids”. Tentatively, there will be two publicity events in 2019 which are the publicity event to be organised by RTHK in May and a prize presentation ceremony for the inter-school colouring and picture composition competitions in late November.

Collaboration with RTHK

4. In view of the positive responses to the publicity programmes organised by RTHK in the past years, the Promotion Sub-committee recommended that the Council should continue to collaborate with RTHK to launch the following publicity programmes in 2019-20 –

- (a) a family publicity event with about 200 participants in May 2019 to celebrate the International Day of Families;
- (b) children’s radio drama programme featuring “The But’s family” from May 2019 to February 2020 as well as pre-programme recruitment of actors and training workshops;
- (c) two radio programmes (one would be hosted by children and another one would feature interviews with guest speakers on topics like how to improve relations with family members) from May 2019 to February 2020; and
- (d) promotional programme trailers during specific festive seasons and message of “The But’s Family”.

SUB-COMMITTEE ON FAMILY SUPPORT

5. The Sub-committee on Family Support (“the Support Sub-committee”) met on 21 January 2019 to conduct an interim review on the two-year Pilot Scheme on Thematic Sponsorship to Support Family-related Initiatives (“the Pilot Scheme”). It noted that the Pilot Scheme had attracted a total of 24 applications and after adjudication, eight projects with a committed funding of \$6.24 million were approved. The Support Sub-committee noted the unbalanced distribution of applications received in terms of selected themes, room for improvement in the project organisers’ way of conducting project evaluation, the significant portion of staff cost in the projects’ budgets, and the generally good response and compliance of project requirements of the four projects approved under the 2016-17 Pilot Scheme and completed in 2018.

6. After deliberations, the Support Sub-committee recommended that pending establishment of Family Development Fund in the long run, a thematic sponsorship scheme should be launched in place of the Pilot Scheme to continue to support non-profit making and worth-while family-related projects. While the existing funding mode and administrative arrangement should be maintained, the Support Sub-committee considered that projects approved

under the thematic sponsorship scheme should be distinguished from the general service delivery programmes being funded under various government schemes by enhancing their research or evidence generating element. One of the possible improvement measures under discussion was provision of additional funding, on top of the approved funding under the existing ceiling cap of \$1 million, for the approved projects to engage research organisations to assist in conducting project evaluation or collection of empirical data from project participants. On the front of theme selection, the Support Sub-committee also suggested exploring the feasibility of synchronising the family studies funded by the Council with the thematic sponsorship scheme.

7. The Support Sub-committee noted that four other projects approved under the 2017-18 Pilot Scheme were still in progress and expected to be completed in April 2019. The Council Secretariat would, upon receipt of the final project reports submitted by the project organisers by end of June 2019, conduct an overall review of the Pilot Scheme in the third/fourth quarter of 2019. Meanwhile, the Council Secretariat would examine the feasibility of improvement measures suggested by the Support Sub-committee.

ADVICE SOUGHT

8. Members are invited to note the progress of the Sub-committees. 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
March 2019**