

Family Council

2015/16 Family-Friendly Employers Award Scheme

PURPOSE

This paper seeks Members' views on the proposed work plan of the "2015/16 Family-Friendly Employers Award Scheme" (the 2015/16 Award Scheme).

BACKGROUND

2. The Family Council (the Council), with the support of the Home Affairs Bureau (HAB), has been organising the biennial Award Scheme since 2011. Objectives of the Award Scheme are -

- (a) to raise awareness of employers in the community of the importance of family core values, and to foster a pro-family culture and environment; and
- (b) to give recognition to companies/organisations that demonstrate a family-friendly spirit and encourage them to implement family-friendly employment policies and practices (FFEPPs).

3. The Award Scheme was first launched in 2011. For the 2011 Award Scheme, we accepted applications from the business sector. A total of 1 112 applications were received. For the 2013/14 Award Scheme, we expanded the scope to non-business sectors including non-governmental organisations (NGOs) and social enterprises (SEs). We received 1 814 applications which represented an increase of over 60% as compared with the first Award Scheme. Riding on the success, the Council, with the support of HAB, will launch the third Award Scheme in December 2015.

PROPOSED WORK PLAN

Organising Committee

4. Since the first Award Scheme in 2011, the Council has formed an Organising Committee (OC) to engage stakeholders and help publicise the Award Scheme. The OC provided a platform for outreaching to different sectors of the community and proved successful in boosting the participation rate. In view of its effective networking channel, the arrangement of forming an OC is recommended to be continued for the 2015/16 Award Scheme.

5. In line with the practice of the 2013/14 Award Scheme and to demonstrate the commitment of the Council, it is proposed that the OC to be chaired by the Chairman of the Council (C/FC), with the Convenor and Deputy Convenor of the Sub-committee on the Promotion of Family Core Values and Family Education (the Sub-committee) as Vice-Chairmen. With a view to providing good exposure of the Award Scheme, we will continue to include a mix of organisations from both the business and the non-business sectors. The proposed OC will comprise representatives of various chambers of commerce, industry associations, NGOs, statutory bodies, government bureaux and departments, with composition at **Annex A**. We will keep the Council informed of progress made by the OC, as and when appropriate.

Framework

6. To maintain consistency and sustainability, it is recommended that the framework (including the objectives, eligibility, award categories as well as assessment criteria) of the 2013/14 Award Scheme be largely adopted, with proposed enhancements as set out in paragraphs 7 and 8.

7. To echo the Government's endeavour to protect, promote and support breastfeeding, it is proposed that a new award category titled "Awards for Breastfeeding Support" be given to companies/organisations which have adopted a breastfeeding friendly workplace policy for their lactating employees with specific measures for up to a year after delivery including -

- (a) allowing lactation breaks (one to two 30-minute breaks during a working day) for breastfeeding;

- (b) providing a private space with comfortable chairs and electric outlets for operating the breast pump; and
- (c) providing refrigerating facilities for safe keeping of expressed breast milk.

8. In recognition of the continuous efforts of companies/organisations in implementing FFEPPs, it is proposed to give a “Special Mention (Gold)” to awardees of the 2015/16 Award Scheme which have also been awarded the “Family-Friendly Employers” in 2011 and 2013/14.

9. Taking the proposed enhancements as set out in paragraphs 7 and 8 into account, refinements have been made to the framework of the Award Scheme at **Annex B**.

Outreaching and Publicity Strategies

10. In order to promote the Award Scheme to different sectors of the community and impress upon employers and employees the merits of joining the Award Scheme, we will actively reach out to -

- (a) business chambers, industry association as well as NGOs through the OC¹;
- (b) employers and employees’ association through the Labour Department (LD)²;
- (c) school principals’ association through the Education Bureau;
- (d) participants of other award programmes (such as the “Caring Companies” organised by the Hong Kong Council of Social Service, “Enhancing Self-Reliance Through District Partnership Programme” and the “HSBC Living Business Awards” organised by the Hongkong and Shanghai Banking Corporation Limited); and

¹ With assistance from OC members, 20 briefing sessions were organised for the 2013/14 Award Scheme.

² Eight briefing sessions were arranged through LD for the 2013/14 Award Scheme.

- (e) the general public through general briefing sessions³ and direct engagement by conducting visits⁴ to companies, NGOs and social enterprises.

11. To complement our outreaching efforts, the publicity campaign will also incorporate the following elements -

- (a) appeal by C/FC and a popular artist⁵ through broadcast of Announcement of Public Interests (API);
- (b) production of printed promotional materials (including posters, leaflets, press advertorials⁶, etc.);
- (c) publication of booklet⁷; and
- (d) building up a dedicated webpage under “Happy Family Info Hub” and Facebook page.

Through the large-scale publicity and outreaching campaign, we plan to reach out as many companies/organisations as possible. We will also explore the possibility of publicising the 2015/16 Award Scheme through television and radio channels as well as other free advertising media. A detailed publicity and outreaching plan will be prepared for consideration by the Sub-committee and the OC in due course.

Target

12. We target to increase the total number of enrollments by 10%⁸ from 1 814 for 2013/14 Award Scheme to around 2 000 for the 2015/16 Award Scheme.

³ Five general briefing sessions were organised for the 2013/14 Award Scheme.

⁴ A special taskforce comprising contractor as the leader with four to five student workers recruited by the contractor paid a total of some 12 000 visits to companies and organisations in different sectors and districts throughout the enrollment period from September 2013 to January 2014 for the 2013/14 Award Scheme.

⁵ Mr CHEUNG Chi-lam (張智霖) appealed for the support of the 2013/14 Award Scheme through API.

⁶ Two press advertorials featuring the launching and prize presentation ceremonies will be published.

⁷ The booklet will feature the interviews of awardees of “Distinguished Family-Friendly Employers 2013/14” on the benefits and importance of implementing FEPPs. It will be published before the launch of the 2015/16 Award Scheme.

⁸ We target to raise the enrollment of “Companies” category from 1 672 to 1 840 and “Organisations” category from 142 to 160.

Timeframe and Estimated Cost

13. The proposed time-table of the 2015/16 Award Scheme is as follows -

Time	Work Plan
• December 2015	• Launching of the 2015/16 Award Scheme
• December 2015 to April 2016	• Enrollment
• May to August 2016	• Shortlisting and adjudication
• December 2016	• Prize presentation ceremony

14. The total estimated project cost is around \$6 million, with breakdown at **Annex C**.

ADVICE SOUGHT

15. Members are invited to give their views on the proposed work plan.

**Family Council Secretariat
May 2015**

Organising Committee: Proposed Composition

Chairman: Chairman of the Family Council

Vice-Chairmen: Convenor and Deputy Convenor of the Sub-committee on the Promotion of Family Core Values and Family Education

Members:

Category	Proposed organisations
Chambers of commerce / Employers' organisations	<ol style="list-style-type: none"> 1. Hong Kong General Chamber of Commerce* (香港總商會) 2. The Chinese General Chamber of Commerce* (香港中華總商會) 3. The Chinese Manufacturers' Association of Hong Kong* (香港中華廠商聯合會) 4. Federation of Hong Kong Industries* (香港工業總會) 5. Hong Kong Small and Medium Enterprises Association* (香港中小型企業聯合會) 6. The Hong Kong Institute of Directors* (香港董事學會) 7. Employers' Federation of Hong Kong (香港僱主聯合會)

* Organising Committee Members of the "2013/14 Family-Friendly Employers Award Scheme".

Category	Proposed organisations
Human resources management and customer service	8. Hong Kong Institute of Human Resource Management* (香港人力資源管理學會) 9. Hong Kong Association for Customer Service Excellence* (香港優質顧客服務協會)
Cross-profession	10. The Hong Kong Coalition of Professional Services* (香港專業聯盟) 11. Hong Kong Women Professionals & Entrepreneurs Association* (香港女工商及專業人員聯會)
Accounting	12. Hong Kong Institute of Certified Public Accountants (香港會計師公會) 13. Association of Chartered Certified Accountants Hong Kong* (特許公認會計師公會香港分會)
Banking	14. The Hong Kong Association of Banks (香港銀行公會)
Catering	15. Hong Kong Federation of Restaurants & Related Trades* (香港餐飲聯業協會) 16. Association of Restaurant Managers (現代管理(飲食)專業協會)
Import and export	17. The Hong Kong Chinese Importers' & Exporters' Association* (香港中華出入口商會) 18. The Hong Kong Exporters' Association* (香港出口商會)

* Organising Committee Members of the “2013/14 Family-Friendly Employers Award Scheme”.

Category	Proposed organisations
Legal¹	19. The Law Society of Hong Kong* (香港律師會)
Medical and dental	20. Hong Kong Dental Association (香港牙醫學會) 21. The Hong Kong Private Hospitals Association (香港私家醫院聯會) 22. The Federation of Medical Societies of Hong Kong* (香港醫學組織聯會) 23. The Hong Kong Medical Association* (香港醫學會)
Real estate and construction	24. The Real Estate Developers Association of Hong Kong (香港地產建設商會) 25. Hong Kong Construction Association (香港建造商會)
Travel industry	26. Travel Industry Council of Hong Kong (香港旅遊業議會)
Transport and logistics	27. Hongkong Association of Freight Forwarding and Logistics* (香港貨運物流業協會)
Wholesale and retail	28. Hong Kong Retail Management Association* (香港零售管理協會)

¹ Although barristers are not allowed to incorporate their business under the Companies Ordinance (Cap. 622) and the predecessor Companies Ordinance (Cap. 32), they are qualified to participate in the Award Scheme as long as the barristers are registered under the Business Registration Ordinance (Cap. 310). Given that there are about 1 300 practising barristers in Hong Kong and the employees working in the barristers' chambers is relatively small in number, we do not intend to include Hong Kong Bar Association in the Organising Committee.

* Organising Committee Members of the "2013/14 Family-Friendly Employers Award Scheme".

Category	Proposed organisations
Non-governmental organisations	29. Heads of Universities Committee (大學校長會) 30. Hong Kong Association of the Heads of Secondary Schools (香港中學校長會) 31. Hong Kong Aided Primary School Heads Association (香港資助小學校長會) 32. Hong Kong Kindergarten Association (香港幼稚園協會) 33. Po Leung Kuk* (保良局) 34. Pok Oi Hospital (博愛醫院) 35. The Boys' & Girls' Clubs Association of Hong Kong* (香港小童群益會) 36. The Hong Kong Council of Social Service* (香港社會服務聯會) 37. The Lok Sin Ton Benevolent Society Kowloon (九龍樂善堂) 38. The Women's Foundation* (婦女基金會) 39. Tung Wah Group of Hospital* (東華三院) 40. Yan Chai Hospital* (仁濟醫院) 41. Yan Oi Tong* (仁愛堂) 42. YMCA of Hong Kong* (香港基督教青年會)

* Organising Committee Members of the "2013/14 Family-Friendly Employers Award Scheme".

Category	Proposed organisations
Statutory bodies	43. Airport Authority Hong Kong* (香港機場管理局) 44. Construction Industry Council Hong Kong (建造業議會) 45. Hong Kong Tourism Board (香港旅遊發展局) 46. Hong Kong Trade Development Council* (香港貿易發展局) 47. Hospital Authority* (醫院管理局)

Official representatives from relevant bureaux/departments

Category	Proposed organisations
Relevant Bureaux/ Departments	48. Department of Health (衛生署) 49. Education Bureau* (教育局) 50. Home Affairs Department (民政事務總署) 51. Labour and Welfare Bureau/Labour Department* (勞工及福利局/勞工處)

* Organising Committee Members of the “2013/14 Family-Friendly Employers Award Scheme”.

Proposed Framework of the 2015/16 Family-Friendly Employers Award Scheme

I. OBJECTIVES

To foster a culture of loving families in the community, Home Affairs Bureau and the Family Council will organise the biennial “Family-Friendly Employers Award Scheme” (the Award Scheme) in 2015/16. The objectives are -

- (a) to raise awareness of employers of the importance of family core values, and to foster a pro-family culture and environment; and
- (b) to give recognition to companies/organisations that demonstrate a family-friendly spirit and encourage them to implement family-friendly employment policies and practices.

II. ELIGIBILITY

- (a) Companies

Companies registered under the Business Registration Ordinance (Chapter 310) or incorporated under the Companies Ordinance (Chapter 622) or the predecessor Companies Ordinance (Chapter 32) are eligible to participate in the Award Scheme.

- (b) Organisations

Non-governmental organisations¹ (NGOs) as well as social enterprises¹.

¹Examples include educational institutions, healthcare institutions, charitable institutions, social service organisations, social enterprises, statutory bodies, chambers of commerce and professional bodies. The participating organisation’s final eligibility will be decided by the Organising Committee.

III. APPLICATION/NOMINATION

- (a) Each company/organisation may submit one application. If the company/organisation operates as a group, the holding company/organisation and its subsidiaries should submit separate applications.
- (b) A company/organisation may enter the Award Scheme directly by submitting an application form. Alternatively, a company/organisation can be nominated as a candidate for the Award Scheme. The company/organisation being nominated is required to submit the application form.

IV. AWARD CATEGORIES

- (a) Companies
 - (i) Corporations Category (companies with 100 or more employees in Hong Kong)
 - (ii) Small and Medium Enterprises (SMEs) Category (companies with less than 100 employees in Hong Kong)
- (b) Organisations
 - (i) Organisations Category (NGOs as well as social enterprises)

V. AWARDS

- (a) Distinguished Family-Friendly Employers

“Distinguished Family-Friendly Employers 2015/16” will be awarded to companies/organisations demonstrating impressive practices in the implementation of family-friendly employment policies and practices and in the promotion of family core values.

(b) Family-Friendly Employers

“Family-Friendly Employers 2015/16” will be awarded to companies/organisations fulfilling the family-friendly requirements of the 2015/16 Award Scheme.

(c) Special Mention

“Special Mention 2015/16 (Gold)” (特別嘉許(金獎)) will be given to awardees of the 2015/16 Award Scheme which have also been awarded the “Family-Friendly Employers” in 2011 **and** 2013/14.

“Special Mention 2015/16” (特別嘉許) will be given to awardees of the 2015/16 Award Scheme which have also been awarded the “Family-Friendly Employers” either in 2011 **or** 2013/14.

(d) Awards for Innovation

“Awards for Innovation 2015/16” will be awarded to companies/organisations demonstrating innovative ideas in formulating family-friendly employment policies and practices for their employees or in the promotion of family core values.

(e) Awards for Breastfeeding Support

“Awards for Breastfeeding Support 2015/16” will be awarded to companies/organisations adopting a breastfeeding friendly workplace policy for their employees.

VI. ASSESSMENT CRITERIA

- (a) For “Distinguished Family-Friendly Employers” and “Family-Friendly Employers” Awards

Assessment Criteria	Point Values
(i) Family-friendly Employment Policies and Practices	50
(a) The company/organisation has adopted various job-related and / or outside-the-workplace family-friendly employment policies and practices that enable employees to manage their time to undertake their family commitment and balance family life.	} 40 } 10
(b) The company/organisation has provided employee and family care arrangements, benefits and support which take into consideration the employees’ family situation and have a positive impact on their family life.	
(c) The policies and practices are innovative in their concept, design and/or implementation and are new to the company/organisation, or to the industry, or to Hong Kong.	
(ii) Benefits to the Company/Organisation and Employees	35
(a) The policies and practices have a positive impact on the company/organisation and the employees.	15
(b) The company/organisation has clearly demonstrated its commitment to work-family balance and fostering a culture of loving family through a case study / an example / a touching story.	20
(iii) Rationale Behind the Implementation of Family-friendly Employment Policies and Practices and Management Commitment	15
(a) The rationale behind the implementation of the policies and practices is well-defined.	} 15
(b) The management is committed to promoting a pro-family culture and work environment.	
Total	100

(b) For “Awards for Innovation”

Assessment Criteria	Point Values
The policies and practices are innovative in their concept, design and/or implementation and are new to the company/organisation, or to the industry, or to Hong Kong.	10

(c) For “Awards for Breastfeeding Support”²

Assessment Criteria	Yes	No
The company/organisation has adopted a breastfeeding friendly workplace policy for their employees by providing lactating employees with the following measures for up to a year after delivery -		
(a) Allow lactation breaks (one to two 30-minute breaks during a working day) for breastfeeding.		
(b) Provide a private space with comfortable chairs and electric outlets for operating the breast pump.		
(c) Provide refrigerating facilities for safe keeping of expressed breast milk.		

²The award winning company/organisation should meet all the assessment criteria.

**Total Estimated Cost
of the 2015/16 Family-Friendly Employers Award Scheme**

Item	Estimated Cost
(a) to update the content of television and radio Announcement of Public Interests (APIs) ¹	\$0.40 million
(b) to implement the Award Scheme (including processing of all applications and adjudication)	\$1.43 million
(c) to formulate and implement the promotional strategies (including outreaching and networking plans)	\$1.43 million
(d) to organise the launching and the prize presentation ceremonies	\$1.43 million
(e) to publicise the 2015/16 Award Scheme through different channels (such as radio and printed media, etc.) and other miscellaneous expenses	\$1.30 million
Total:	\$5.99 million, say \$6.0 million

¹ A series of four television APIs were produced in 2011 and edited for broadcasting for the 2013/14 Award Scheme. The first three APIs entitled “Chinese Medicine Shop” (中藥店篇), “Work from Home” (在家工作篇) and “Flexible Working Hours” (彈性上班篇) promoted the family-friendly employment practices. The fourth API entitled “Call for Action” (號召篇) called for action from all companies/organisations, regardless of size or nature of business, to sign up for the Award Scheme.