

## **Family Council**

### **Promotion of Family-friendly Employment Practices**

#### **PURPOSE**

This paper briefs Members on the work of the Family Council (the Council) in promoting the wider adoption of family-friendly employment practices (FFEPs) in the community.

#### **BACKGROUND**

2. To raise the awareness of employers in the community of the importance of family core values and to foster a pro-family culture and environment, the Council has all along been promoting the wider adoption of FFEPs in the community. For instance, ten short audio promotional clips on FFEPs of around 10-15 second each have been produced and broadcasted at Radio 2 of the Radio Television Hong Kong (RTHK) from September 2022 to February 2023 while FFEPs was the thematic topic for the Council's Facebook posts in March 2023. To amplify the publicity impact, the Council has launched a new publicity campaign in 2023/24 to promote and encourage employers to adopt more diversified and flexible FFEPs which includes a new series of promotional videos and a tailor-made radio programme.

#### **PROGRESS**

##### *Promotional Videos on Good FFEPs*

3. The Sub-committee on the Promotion of Family Core Values and Family Education (the Promotion Sub-committee) agreed at its 32<sup>nd</sup> meeting held on 24 November 2022, to produce a new series of promotional videos on good FFEPs to introduce different family-friendly employment measures adopted by local companies/organisations with the aim to cultivate family-friendly culture and encourage the wider adoption of FFEPs by employers of

different sectors. The new series entitled “Family-friendly Workplace” 「家庭友善在職場」 comprises four to six videos in the form of video interviews of around three minutes each. The videos feature both employers and benefitted employees of different companies with good FFEPs, in particular, the motives behind the implementation of FFEPs and personal sharing of the benefitted employees, in order to promote the advantages of implementing FFEPs to the community. A list of the companies which are/will be featured in the promotional videos is at [Annex](#).

4. The promotional videos are publicised at the Council’s website viz. Happy Family Info Hub (開心家庭網絡/[www.familycouncil.gov.hk](http://www.familycouncil.gov.hk)), Facebook page and YouTube channel for viewing by members of the public. The first two episodes featuring the FFEPs of Richform Holding Limited (富安集團有限公司) and Hung Fook Tong (鴻福堂集團) were launched in March and June 2023 respectively. It is planned to launch another two episodes in September and December 2023 respectively. Upon the launch of each episode, Facebook feed is published at the Council’s Facebook page together with placement of advertisements at suitable digital platforms to further promote the videos in the community.

### *Radio Programme*

5. To capitalise on the continued collaboration with RTHK, the Promotion Sub-committee endorsed RTHK’s proposal to produce a brand new dedicated radio segment to promote FFEPs amongst other publicity initiatives in 2023/24 vide circulation of Paper SC\_PR\_1/2023 on 22 March 2023. The radio segment entitled “「家庭友善在職場」短劇”, comprising ten episodes of drama of around five minutes each to feature diversified FFEPs in a lively manner, will be broadcasted in Radio 2’s programme “晨光第一線” between May 2023 and February 2024. Promotional audio clips were also produced for broadcasting at Radio 2 at different time slots before the release of each episode to attract audience’s attention. The radio segment was premiered on 29 May 2023 with the released episodes uploaded to the dedicated thematic website for revisit by members of the public. Facebook feeds will be published at the Council’s Facebook page to promote the programme to different sectors of the community.

## **ADVICE SOUGHT**

6. Members are invited to note the publicity initiatives to promote FFEPs at paragraphs 3 to 5 above and offer comments. The Promotion Subcommittee will continue to oversee the implementation of these initiatives.

**Family Council Secretariat  
August 2023**

## 家庭議會

「家庭友善在職場」宣傳短片  
 (“Family-friendly Workplace” Promotional Videos)

公司名稱 (公司類別)		實施的家庭友善僱傭措施	狀況 (截至 2023 年 7 月 24 日)
1.	富安集團有限公司 (中小企)	<ul style="list-style-type: none"> <li>● 護老者支援，包括護老者假期和父母感謝金</li> <li>● 母乳餵哺政策</li> </ul>	已於 2023 年 3 月 31 日推出短片
2.	鴻福堂集團 (大企業)	<ul style="list-style-type: none"> <li>● 員工在暑假可帶同子女一起上班</li> <li>● 人寵同樂日</li> </ul>	已於 2023 年 6 月 14 日推出短片
3.	香港寬頻有限公司 (大企業)	<ul style="list-style-type: none"> <li>● 添孫假</li> <li>● 考試假 (包括為子女準備考試)</li> <li>● 4.5 天工作周</li> <li>● 設託兒房</li> </ul>	已於 2023 年 7 月 21 日進行拍攝，預計於 9 月推出短片
4.	香港中華煤氣有限公司 (大企業)	<ul style="list-style-type: none"> <li>● 員工診所 (可供家人使用)</li> <li>● 子女本地及海外獎學金</li> </ul>	已接受邀請，預計於 2023 年 8 或 9 月進行拍攝並於 12 月推出短片
5.	新世界第一巴士及城巴有限公司 (大企業)	<ul style="list-style-type: none"> <li>● 產假由 14 週增至 24 週</li> <li>● 12 天有薪產前檢查假期</li> </ul>	已接受邀請，正與受訪公司商討拍攝詳情
6.	華潤創業有限公司 旗下太平洋咖啡 (大企業)	<ul style="list-style-type: none"> <li>● 為女性員工提供彈性上班的崗位</li> <li>● 週末可帶同子女上班</li> <li>● 員工及子女醫務所</li> <li>● 親子體驗活動</li> </ul>	已接受邀請，正與受訪公司商討拍攝詳情