

**Legislative Council Panel on Welfare Services  
Policy Initiatives of the Home Affairs Bureau**

**Introduction**

This paper aims to highlight the new policy initiatives which complement the work of the Family Council and to brief members on the work of the Home Affairs Bureau (HAB) on the promotion of the development of social enterprises (SEs).

**Work of the Family Council**

2. The Family Council has commissioned professionals and academics to study a number of social issues of public concern, such as juvenile drug abuse and prostitution, and the neglect of elderly people and young children. Preliminary findings of the studies indicate that family disequilibrium is, to a certain extent, a contributing factor to these problems. Together with other relevant bureaux and departments, the Family Council will deliberate the report of the studies.

*Family Education*

3. The Family Council will step up family education, including parent-child education, with a view to strengthening family values, enhancing interpersonal skills and improving communication techniques. To this end, the Family Council will introduce a series of family educational materials through the “Happy Family Campaign” and “Happy Family Info Hub” for disseminating family-related information with the public. The Family Council will also actively mobilize all sectors of the community to jointly promote family core values and foster an environment conducive to harmonious family relationships.

*“Family Friendly Company Award Scheme”*

4. Besides, the Family Council will also promote a better balance between work and family life, so that family members can spend more time together caring for each other, sharing inner feelings, engaging in leisure activities and participating in community events. The business sector has an instrumental role

to play in this regard. The Family Council will launch a “Family Friendly Company Award Scheme” (the Scheme) in recognition of family friendly companies, with a view to encouraging the business sector to promote family core values and foster a pro-family environment for their staff. The Scheme will be rolled out in early 2011. It is expected that results will be announced before end 2011.

## **Social Enterprises**

5. The Social Enterprise Advisory Committee (SEAC) was set up in January 2010 to advise the Government on the formulation of policies and strategies for supporting the sustainable development of SEs and on programmes/activities that promote the development of SEs in Hong Kong. Members of the SEAC come from different sectors of the community. Their advice is invaluable to the Government’s efforts in promoting the development of SEs. In the 2010-11 Policy Address, the Chief Executive has set out the following priority areas for promoting the sustainable development of SEs.

### *Enhancing Self-Reliance Through District Partnership Programme (ESR Programme)*

6. We will continue to provide seed grants for eligible SEs to subsidize their initial operations through the ESR Programme. The ESR Programme has so far approved under the eight phases of applications a total grant of about \$110 million to 106 new SE projects, creating some 1 700 jobs for the socially disadvantaged. The Home Affairs Department is reviewing different aspects of the ESR Programme, including the eligibility for application, the funding amount and duration, and the support measures available for approved SE projects.

### *“Be a Friend to SE” Campaign*

7. For SEs to diversify in trade and to corporatize their management and operation, continual support of various sectors of the community, in particular, the private corporations, is vital. We will launch the “Be a Friend to Social Enterprise” Campaign to give recognition to private enterprises that support SEs. The form of support may include provision of financial assistance and consultation services, formation of partnership, bulk purchasing of services or products from SEs and the setting up of new SEs.

### *SE Award Scheme*

8. Like any other enterprises, SEs face continued challenges after they have successfully launched their businesses or when they aim to sustain and develop their operations. Any success to achieving social objectives in parallel is particularly treasured. In recognition of the outstanding achievements of successful SEs and social entrepreneurs, we will launch an SE Award Scheme. We plan to award SEs and social entrepreneurs based on different criteria such as creativity, the number of beneficiaries, revenue generated, etc.

### *SE Training Programme*

9. We always attach great importance to nurturing young social entrepreneurs. In order to instill knowledge about SEs among the younger generation through a more structured approach, we will launch a series of structured training programmes. The training programmes will teach knowledge on how to run an SE, such as the basic concepts of SEs, strategies on operations, etc.

### *SE Fair*

10. In the past few years, we have sought to enhance public understanding of SEs through promotional activities at the district level. In future, we will organise the SE Fair, providing a platform for SEs of different trades to promote their products and services. We will also promote to the public the concept of “conscience consumption” through the SE Fair, fostering more material support for SEs.

11. We hope that the above measures will in various ways assist the steady development of SEs in Hong Kong. We will consult the SEAC and the stakeholders on the details of the measures to ensure that the measures will meet the needs of the community.