

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

Introduction

This paper highlights the new policy initiatives which complement the work of the Family Council and briefs 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

“Sharing family responsibilities in love and filial piety” Campaign

2. To foster a more effective coordination of and support to the work on promotion of family values, the Family Council will, together with the Commission on Youth, the Elderly Commission and the Women’s Commission, promote a campaign on “Sharing family responsibilities in love and filial piety” (“人人就位 孝愛互傳”). Each commission will launch new initiatives that subscribe to the theme of the campaign in order to promulgate a common message of love and filial piety.

3. The initiatives proposed by the Commission on Youth, the Elderly Commission and the Women’s Commission in relation to the campaign are highlighted as follows –

- (a) **Commission on Youth:** to launch a project to assist young people in re-establishing their respect and filial piety towards senior members of the family;
- (b) **Elderly Commission:** to launch a new phase of the “Neighbourhood Active Ageing Project” to promote harmonious family relationship, and to enhance

neighbourhood support network; and

- (c) **Women's Commission:** to introduce a new module in relation to gender equality and sharing of family responsibilities under the "Capacity Mileage Programme", and promote relevant messages through public education activities.

Findings and Recommendations Arising from the Family Researches

4. The 2009-10 Policy Address pointed out that many social problems including juvenile drug abuse, prostitution and the neglect of elderly people and children could be traced back to the family. To effectively tackle these problems from a family perspective, the Family Council was tasked to conduct focused discussions and research in these aspects, and propose new policy options to alleviate such problems from the family perspective. Towards this end, the Family Council had commissioned the Central Policy Unit (CPU) to co-ordinate work in these areas. Local universities were invited by the CPU to undertake researches focusing on whether and how such social problems were related to families, and make an attempt to come up with solutions. The research teams have submitted reports and presented summaries of major research findings and policy recommendations to the Family Council.

5. The Family Council agreed that it was difficult to generalize the causes of these social problems as they were complicated, multi-layered and multi-faceted. This notwithstanding, the researches had a common finding that many of the causes of the social problems could be traced back to the family. Despite the complicated causes and the fact that these problems could be caused by many factors other than the family, the researches confirmed the need for a "family-based" strategy in order to tackle such problems effectively. Such strategy, put simply, means "family-based" : In short, not only do we need to target relevant individuals or groups, but we need to focus on the family. Also, while the support of the neighbourhood and local community should be enlisted, we should strive to forge cross-departmental and multi-sectoral collaboration, bringing together input from different professions.

6. To sufficiently and effectively prevent relevant social problems, families and various sectors in the community must work hand in hand. Towards this end, the Family Council recommends three new policy directions as highlighted below -

- (a) Family engagement: “Family-focused”, with emphasis on formulation of project/activity objectives, decisions and expectation-oriented strategy through a mutual communication and partnership mode;
- (b) Preventive strategy: Early identification in different areas of families with greater needs; and
- (c) Community-based family support strategy: Community resources (including retirees, religious bodies and supportive neighbours) should be better utilized.

7. The Family Council will conduct further in-depth discussions with concerned stakeholders on implementation of relevant measures to support the new policy directions, and further step up family education with a view to strengthening family values and evaluating its effectiveness. The Family Council will also continue to disseminate and share family-related information with the community through the “Happy Family Campaign” and “Happy Family Info Hub”, and continue to actively mobilize different sectors of the community to jointly promote family core values and foster a pro-family environment.

Social Enterprise

8. In the past year, we continued to collaborate with the Social Enterprise Advisory Committee (SEAC) to formulate development plans and activities for the sustainable development of social enterprises (SEs) in Hong Kong.

SE Award Scheme

9. In conjunction with the SEAC, we have launched the SE Award Scheme smoothly to give recognition to outstanding SEs which operate and create social impact in Hong Kong. The sustainable development of SEs require support from different sectors of the community. To highlight this, we have appointed a Selection Panel comprising members from the academic, business and non-governmental organisation sectors as well as the Government. Selection process is underway and not more than 10 successful SEs are expected to be selected by the end of this month. We hope that by promulgating the success stories of the awarded SEs, we would enable members of the public to better understand the social values of SEs and support SE development.

“Be a Friend to SE” Campaign

10. The selection process of the “Be a Friend to SE” Campaign is underway. We hope that through the stories of awarded private corporations/individuals which/who support SEs, we can demonstrate the different forms of support which may benefit SEs as well as the win-win situation between the corporations/individual and SEs. In turn, we hope to encourage more corporations/individuals to render support to SEs.

SE Training Programme

11. Having considered the views of the SEAC, we have commissioned professional bodies to launch SE training programmes at the practical and management levels. The two courses target at SE practitioners and social entrepreneurs, and will be launched within this month and by the end of this year respectively.

SE Bazaar

12. We will launch a 3-day SE Bazaar at the Hong Kong Convention and Exhibition Centre in November 2011, providing an opportunity for some 70 SEs of different trades to promote and sell their products and services. We will also promote to the public the concept of “caring consumption” through the SE Bazaar.

13. We will continue to work with SEAC and all relevant stakeholders to implement the above measures, assisting SEs to achieve steady development in Hong Kong.

Home Affairs Bureau
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