

A dragonfly is perched on a flower stem, its wings spread. The background is a soft-focus scene of reeds and water, with light reflecting off the water's surface. The overall tone is serene and natural.

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# Communicative





**Public  
Education  
and  
Publicity**

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### Objectives

MPF is a brand new concept for Hong Kong the realization of which will have profound impact on the working population of more than three million people. With the target date of launching the MPF System scheduled for December 2000, one of the MPFA's foremost tasks is to prepare the community for the impending implementation of the MPF System by raising the general awareness and educating the public about the System's features and the roles, obligations and rights of the parties concerned. To this end, a well planned, large-scale public education and publicity campaign is indispensable.

### Strategy

Since its establishment in September 1998, the MPFA has attached great importance to public education work on MPF. Much effort in late 1998 and 1999 was devoted to enhancing public awareness of the MPF System with a view to setting the scene for the more in-depth campaigns. Apart from organizing talks, seminars, special MPF columns in newspapers and producing information leaflets on features of the MPF System, a 24-hour hotline was set up in March 1999 and the MPFA's website was launched in June 1999.

After much planning and preparation, the MPFA with the assistance of a PR consultant launched an 18-month long Public Education and Publicity Campaign in January 2000, which consists of various levels and types of activities planned to correspond with different stages in the implementation of the MPF System. The different phases of the campaign would involve mass media exposure, MTR station and press advertisements, distribution of posters and information brochures, exhibitions, seminars, etc.

### The Campaign

Lasting from January to February 2000, the first phase of the Public Education and Publicity Campaign aimed at building up public awareness of the MPF System and inspiring confidence in the MPFA as a regulator. The Campaign went into full swing in its second phase, which started in March 2000, with intensive advertising and promotional activities focusing on the details of the MPF System. The MPFA's hotline and website were being enhanced. Other promotional activities were planned to reach out to the community at the district level, including talks and publicity work in collaboration with District Councils, a territory-wide operation to visit more than 50 000 shops, roving exhibitions in public housing estates and

major MTR stations. These activities will pave the way for the third phase to take place in October, which will continue with information dissemination and may include elements of reminder, persuasion or coercion.

The Chairman of the MPFA, the Hon Charles Lee Yeh-kwong, started a cycling ride along the Tsim Sha Tsui East promenade together with other participants at the launching ceremony of the Public Education and Publicity Campaign.



### Working Together

While the MPFA plays the leading role in promoting the MPF System, it has also enlisted the support of many other parties, including employer associations, workers unions, members of the MPF industry and government bureaux/departments, particularly the Financial Services Bureau, the Labour Department, the Information Services Department, the Housing Department and the various District Offices. Indeed, the promotion of the MPF System has also been designated as one of the Government's major publicity campaigns for the year 2000-2001. In January 2000, the Financial Services Bureau established an MPF Campaign Coordinating Committee comprising representatives from relevant government departments in order to enhance coordination of efforts among different parties.

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## Major Activities of the Public Education and Publicity Campaign

### Advertising

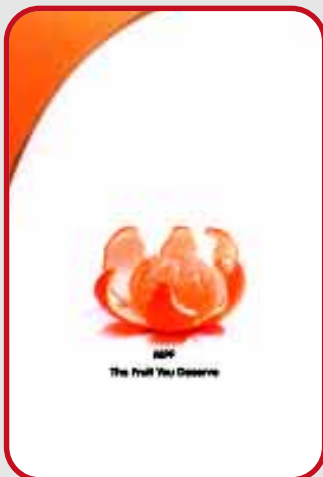
On 15 January 2000, the MPFA's extensive Public Education and Publicity Campaign kicked off with much fanfare. The "Cycling Day" held at Tsim Sha Tsui East attracted a lot of public and media interest. The event was followed by the release of the television commercial with the theme of the employers and employees working together as symbolized by the two wheels of a bicycle. This was complemented by other print and radio advertisements.

### Publicity Literature

A bilingual leaflet was issued in January 2000 on the interface arrangements between ORSO and MPF. In March 2000, the MPFA published an easy-to-read "All-in-One" Guidebook, which covered all the basic features of the MPF System and some questions and answers. It was widely distributed through District Offices, trade unions and chambers of commerce.

### Information Dissemination

The MPFA adopted a pro-active approach in disseminating information through different channels. During the past one and a half years, a total of seven press conferences and briefings were held and 38 press releases were issued. Apart from giving 44 media interviews, the MPFA staff also took part in more than 100 seminars and talks to brief members of employer groups, labour unions and other organizations on the MPF System.



In March 2000, the MPFA began an exercise which involved the senior managers and managers in conducting briefings to members of the 18 District Councils on the MPF System. It had also set aside \$1.8 million for the District Councils to organize activities within their respective districts to promote MPF.

### Full List of Activities

A full list of all the activities taken place is included in Appendix VIII.



In view of the anticipated surge in the number of enquiries in the run-up to the commencement date, the MPFA is already taking steps to further **enhance its hotline service**. The response to the **MPFA's website** was encouraging. It has attracted more than **148 000 visits** since its launch in June 1999.

#### MPFA Hotline Service and Website

Since its inception in March 1999, the MPFA hotline has handled an increasing number of enquiries from the public. We have been able to compile accurate statistics on enquiries since the installation of an interactive voice response system in December 1999. The average number of calls received for the first three months in 2000 was 4 200 compared with the estimated average of 870 in 1999. Written enquiries were also on the rise. In view of the anticipated surge in the number of enquiries in the run-up to the commencement date, the MPFA is already taking steps to further enhance its hotline service.

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#### Campaign on Interface Between ORSO and MPF

In response to the concern about the lack of awareness of the possible interface arrangements between ORSO schemes and MPF schemes on the part of most employees and some employers, the MPFA started an intensive publicity campaign in late March 2000. The campaign aimed to raise the public awareness in this respect, as well as to encourage communication between employers and employees in making a decision on the arrangement. The means of publicity included, among other things, TV and radio commercials, distribution of pamphlets, newspaper advertisements, outdoor billboard banners and screening of videos on large outdoor TV screens in major commercial areas. The publicity work continued until 3 May 2000, which was the deadline for submitting MPF exemption applications from employers operating ORSO schemes.

On 10 January 2000, the MPFA organized a workshop on the MPF System for the media. More than 40 journalists in both the print and electronic media attended.



On 2 February 2000, a press conference was held to publicize the MPFA's participation in the Lunar New Year Fair at the Victoria Park. The Hon Lee Kai-ming, the Hon Chan Yuen-han, the Hon Lau Chin-shek and popular star Mr Andy Lau Tak-wah demonstrated Chinese calligraphy in the form of "fai chuns", which were to be distributed at the MPFA's booth.



On 2 to 4 February 2000, the MPFA held a booth at the Lunar New Year Fair at the Victoria Park to publicize the MPFA and the MPF System. The booth attracted tens of thousands of visitors who were given balloons and "fai chuns" as souvenirs.



The Chief Executive, the Hon Tung Chee-wah, and Mrs Tung visited the MPFA's booth at the Lunar New Year Fair.



From 24 to 27 February 2000, the MPFA participated in the Education and Career Expo 2000 at the Hong Kong Convention and Exhibition Centre in order to disseminate information on the MPF System and publicize its merits among potential employees and students.



On 11 and 24 February 2000, the Chairman and senior staff of the MPFA met the District Officers and Chairmen of the 18 District Councils respectively to brief them on the MPF System. This picture was taken when the chairman met with the District Council Chairmen.



### Looking Forward

Besides continuing with its efforts to promote the MPF System and convey MPF messages to different sectors of the community, the MPFA will also closely monitor the effectiveness of its public education programmes and refine its strategies and tactics as necessary.