

Appendix IX

List of Public Education and Publicity Activities *(April 2000 to March 2001)*

Apr – May 2000	MPF exemption campaign – to promote the deadline for application for MPF exemption of ORSO schemes.
10 Apr – 3 May 2000	Video wall advertisement at Times Square and Harbour City.
13 Apr 2000	Press conference to announce the trustees for Industry Schemes.
14 Apr 2000	Executive Director (Services Supervision) gave an interview to the Asian Wall Street Journal.
17 Apr 2000	The Acting Managing Director gave an interview to Commercial Radio.
20 Apr 2000	Media workshop on MPF exemption application.
15 Apr – 14 May 2000	Outdoor displays at Tsimshatsui and Central.
29 Mar – 3 May 2000	Advertisement on TV and newspapers.
4 May 2000	Media briefing on MPF exemption application response.
15 Jun 2000	Executive Director (ORSO Schemes) gave an interview to Next Magazine.
31 Jul 2000	Media briefing to announce MPF exemption result.
Apr – Aug 2000	Awareness Campaign – to increase public awareness and educate the public on their MPF rights.
13 Apr – 5 May 2000	Advertisement on MPF investment education guide on radio and newspapers.
17 Apr – 12 May 2000	MPF Quiz Game programme on Commercial Radio.
21 Apr – 19 May 2000	The MPFA and the Commercial Radio jointly organized an episode of radio drama “Flat C, 18/F” on MPF main features.
25 Apr – 30 May 2000	The MPFA and TVB jointly produced the I-files programme on MPF main features.
15 – 19 May 2000	MPF Quiz Game segment on Commercial Radio.
5 May – 4 Jun 2000	TV advertisement of “5+5”, the contribution level of both employers and employees. Also shown on the video walls at Times Square and Harbour City.
20 May 2000	The MPFA and the Community Chest jointly organized an MPF Telegame Show for broadcast on TVB.
26 – 28 May 2000	The MPFA participated in the MoneyWorld Asia – Hong Kong’2000 to promote MPF main features.
30 May 2000	The MPFA participated in Cable TV’s programme on Industry Scheme.
7 Jun 2000	Executive Director (Services Supervision) gave an interview to Channel News Asia.
7 Jun 2000	The Deputy Managing Director gave an interview to “Hong Kong Business” Magazine.
9 Jun 2000	The Managing Director gave an interview to Financial Times.

17 Jun – 24 Sep 2000	A series of roving exhibitions in 45 public housing estates to disseminate the MPF messages to the general public.
17 Jun – 11 Aug 2000	MTR poster advertisement with the message of “Know your MPF right” in 76 locations at all stations.
17 Jun – 17 Sep 2000	Green van advertisement on MPF main features on 50 routes.
29 Jun 2000	Legislative Councillors, District Council Chairmen, MPFA board members, business leaders and celebrities helped launch a territory-wide shop visit – “Operation-All-Shops” to raise public awareness of the MPF System. 180 Ambassadors visited over 56 000 shops in the 9-day operation.
30 Jun 2000	Executive Director (Member Protection) gave an interview to Ming Pao Daily News.
4 Jul – 26 Sep 2000	The MPFA and Radio Television Hong Kong jointly produced a 13-episode radio drama on MPF main features.
19 Jul 2000	Media briefing to announce the introduction of guidelines on relevant income.
7 Aug – 27 Sep 2000	First round of MTR roving exhibitions on MPF main features held at eight busy stations. Correspondingly, an MTR street level promotion was organized for ambassadors to distribute MPF brochures to the commuters.
18-20 Aug 2000	The MPFA and the Trade Development Council jointly organized the MPFA Super Expo 2000 to promote MPF to the general public. All the 20 trustees participated in the Expo.
29 Aug – 30 Sep 2000	TV advertisement on “My MPF, My Rights”.
Aug – Sep 2000	Celebrities Endorsement Campaign – Celebrities, including public and business leaders, helped promote the message – “MPF is your retirement protection”. (Celebrities included: the MPFA Chairman Hon Charles Lee; Executive Councillor Hon Henry Tang; Legislative Councillors Hon Chan Yuen-han, Hon Lau Chin-sek and Hon Christine Loh; Famous radio broadcaster Mr Albert Cheng; Investment expert Mr Chan Wing-luk; Top chef Mr Yeung Kwun-yat; Dr Lee Ka-yan; Top artistes Ms Dodo Cheng and Mr Wong Tze-wah.)
16 Sep – 1 Dec 2000	Advertisement on TV, newspapers and MTR (136 locations at all stations).
Sep 2000 – Jan 2001	Industry Scheme Campaign – to promote the specially designed Industry Scheme to the catering and construction industries.
1 Sep 2000 – 2 Feb 2001	Advertisement on radio, newspapers, horse-racing magazines, bus shelters and MTR (in 3 selected stations).
25 Sep – 19 Oct 2000	Print advertisement on regional investment seminars on newspapers and magazines.
3 – 12 Oct 2000	The MPFA and Commercial Radio jointly produced an 8-episode 2-minute game segment.
25 Oct 2000	Press conference to announce the results of the inspection of trustees.
28 Oct 2000	A Construction Site Show was set up to promote the Industry Scheme to the construction industry. Executive Director (Member Protection) and the Commissioner for Labour officiated at the ceremony.

3 Nov – 29 Dec 2000	The MPFA participated in a weekly, 10-minute phone-in session in a radio programme on Radio Television Hong Kong.
6 – 14 Nov 2000	The MPFA and ATV jointly produced a series of “Hong Kong Today” on MPF main features.
18 Nov 2000	The MPFA organized a promotional event to promote the Industry Scheme in Tsuen Wan. Executive Director (Member Protection), Executive Councillor Hon Henry Tang and Legislative Councillor Hon Lee Cheuk-yan officiated at the ceremony.
Oct – Nov 2000	Push Campaign – to promote the commencement date of MPF.
2 Sep 2000 – 11 Apr 2001	Green van advertisement with the message of “Hurry up to catch the MPF bus before 1 Dec” on 70 routes; bus advertisement on MPF commencement date and MPFA hotline on 150 bus panels; outdoor displays on MPF commencement date at various Government Offices and busy business districts.
4 Oct – 29 Nov 2000	MPFA produced an 8-episode TV programme “One minute MPF” for broadcast on TVB.
4 Oct 2000	The MPFA and TVB jointly produced a 9-episode 5-minute TV programme on MPF main features.
5 Oct 2000	Financial Secretary Mr Donald Tsang officiated at the launch ceremony of the Mega Size Billboard showing the MPF commencement date.
5 Oct 2000	Website advertorial on MPF commencement on JobsDB.com
6 Oct 2000 – 2 Jan 2001	Advertisement with the message of “It’s MPF time. Sign up now!” on newspapers and MTR (in 16 locations of selected MTR stations); Advertisement with the message of “Hurry! Sign up now!” on TV and MTR (in 66 locations at all stations); MTR poster advertisement with the message of “Time’s up” in 66 locations at all stations.
7 Oct 2000	The MPFA and TVB jointly produced an MPF Game Show.
14 Oct – 25 Nov 2000	Executive Director (Services Supervision) attended the investment programme on Commercial Radio hosted by Mr Chan Wing-luk.
15 Oct – 3 Dec 2000	Executive Director (Services Supervision) attended the investment programme on Metro Radio hosted by Mr Ricky Tam.
16 Oct – 2 Dec 2000	The MPFA produced a 1-minute promotional segment “MPF Diary” on MPF main features on the Metro Radio.
25 Oct 2000	Press conference to announce the results of the inspection of trustees.
2 Nov 2000	Deputy Managing Director gave an interview to South China Morning Post.
2 Nov 2000	Executive Director (Services Supervision) gave an interview to Dow Jones.
8 Nov 2000	Deputy Managing Director gave an interview to “Euromoney” Magazine.
11 – 30 Nov 2000	Print and radio advertisement on self-employed persons by famous artiste Mr Cho Tat-wah.
11 – 29 Nov 2000	The MPFA participated in ATV’s investment programme hosted by Mr Ricky Tam.

23 – 30 Nov 2000	KMB Multi-media on board (Roadshow) showing the TV advertisement of celebrities endorsement and enforcement on 100 buses.
27 Nov 2000 – 26 Feb 2001	Website advertorial on Ask 100.com and 36.com on MPF main features.
29 Nov – 27 Dec 2000	The MPFA and the Radio Television Hong Kong jointly produced a series of TV drama on MPF main features for broadcast on TVB.
Dec 2000 – Mar 2001	Sustained Campaign – to extend the public awareness of MPF's implementation.
1 Dec 2000	Press conference to announce the implementation of the MPF System.
1 Dec 2000	Executive Director (ORSO Schemes) gave an interview to Cable TV.
2 Dec 2000	Deputy Managing Director gave an interview to Commercial Radio.
2 Dec 2000	Executive Director (Member Protection) gave an interview to Metro Radio.
2 Dec 2000 – 2 Feb 2001	MTR poster advertisement with the message of "Hurry! It's MPF's time" in 42 locations at all stations.
4 Dec 2000	Media briefing on enforcement and a mock-up inspection.
9 Dec 2000	Executive Director (Services Supervision) gave an interview to Radio Television Hong Kong.
11 Dec 2000	Executive Director (Services Supervision) gave an interview to ATV.
12 Dec 2000 – 31 Jan 2001	Second round of MTR roving exhibitions on MPF contributions and guidelines for employees and employers held at 7 stations.
30 Dec 2000 – 2 Feb 2001	MTR poster advertisement with the message of "Time's up" in 57 locations at all stations.
2 – 9 Jan 2001	The MPFA produced an 8-episode TV programme "One-Minute MPF" for broadcast on TVB, hosted by radio broadcasters Mr Albert Cheng and Mr Geoff Wong.
10 – 12 Jan 2001	Print advertisement on MPF key dates on newspapers.
15 – 22 Jan 2001	TV advertisement on MPF key dates.
18 Jan 2001	The MPFA and Commercial Radio jointly organized an episode of radio drama "Flat C, 18/F" on employers' obligation.
22 Jan 2001	The MPFA organized a promotional event to promote the Industry Scheme to the catering industry. Legislative Councillor Hon Tommy Cheung visited restaurants in Shamshuipo to disseminate the message.
29 Jan – 2 Mar 2001	Radio advertisement on MPF enrolment endorsed by an SME employer, a taxi driver and a construction sub-contractor.

1 Feb 2001	Media briefing on MPFA hotline service and a tour to the Call Centre.
5 Feb 2001	Print advertisement with the message of "MPF-The fruit is yours" on "Hong Kong Business" magazine.
6 Feb – 6 Mar 2001	The MPFA and the Metro Radio jointly produced a series of MPF programmes on MPF member protection and investment.
15 – 18 Feb 2001	The MPFA participated in the Careers & Education Expo 2001 to promote investment education and main features of MPF.
3 – 30 Mar 2001	MTR poster advertisement with the message of "MPF-The fruit is yours" in 57 locations at all stations.
5 Mar 2001	Print advertisement with the message of "MPF-The fruit is yours" on HK Federation of Trade Unions' Bulletin.
12 Mar – 12 Apr 2001	TV advertisement on employers' MPF obligation.
15 Mar 2001	Print advertisement with the message of "MPF-The fruit is yours" on "The Bulletin".
Mar 2001 onwards	Investment Education Campaign – to educate the public on MPF investment.
15 Mar 2001	Media workshop on investment education and the workflow of MPF contribution.
30 Mar 2001	Investment seminar for The Federation of Hong Kong and Kowloon Labour Unions.