

Educating the Public and Reaching out to the Community

Overview

Our role

- To educate the public on the MPF System and MPF investment
- To foster continuous community support for the MPF System

In 2013–14, we

- rolled out new MPF investment education programmes to enhance the public's knowledge of MPF investment
- organized outreach programmes and talks to deliver information on the MPF System to different target groups and the community at large
- publicized changes in the MPF System and MPFA's new initiatives, such as the adjustment to the minimum level of RI for MPF contribution purposes and the campaign to encourage the consolidation of personal accounts
- educated the younger generation and their parents on the merits of starting financial planning early through school and parenting activities as well as online publicity

MPF Investment Education

Several publicity campaigns with specific themes relating to MPF investment were rolled out during the year.

- Thematic Campaign on Fund Transfers – To complement the exercise to encourage consolidation of MPF personal accounts, the campaign highlighted some key points that scheme members should be aware of when transferring their MPF funds. It featured a seven-episode newspaper advertorial series and a six-segment radio drama.
- Thematic Campaign on Fundamentals of MPF Investment – The campaign, presented as the launch of “MPFA TV”, was rolled out to educate scheme members on key fundamental MPF investment concepts. A series of six videos was produced in the form of TV programmes hosted by two well-known artistes who disseminated the messages in an entertaining manner, and telecast on various popular websites and out-of-home platforms.



Launch of “MPFA TV” on a social media platform with a new series of videos to disseminate MPF investment education messages in an entertaining manner



The series of videos on “MPFA TV” was telecast on outdoor TV walls in high traffic districts



An outreach event with participation of celebrities and an online game to promote the launch of “MPFA TV”



A photo hunt online game featuring the comic character “Maggiology” was launched to disseminate MPF investment messages in an interactive manner

- Thematic Campaign on MPF Account Review – The campaign was launched to encourage scheme members to review their MPF accounts and investments regularly. A five-episode light-hearted drama was telecast on popular local TV channels.

Earlier, MPFA had developed three series of comic strips featuring a popular local comic character “Maggiology” to disseminate MPF investment education messages in an easy-to-understand manner. In the year, further use of the comic character was made to complement two of the thematic campaigns.



Educating the Public and Reaching out to the Community (cont'd)

To reach out to the community, roving exhibitions with MPF personal account checking service and MPF consultation service provided by Certified Financial Planners were held in three high-patronage shopping malls. A public seminar on MPF investment was co-organized with a local university.

MPF investment education roving exhibitions at high-patronage shopping malls, offering MPF personal account checking service and MPF consultation service



Experts were invited to share tips on MPF investment in a seminar jointly organized with a university

The details of major activities under the MPF investment education programmes are set out in Appendix 6 (a).

Outreach Programmes

We continued to engage our stakeholders, including employer associations, labour unions, community organizations, professional bodies, political parties and District Councils. We consulted them on the future development of the MPF System and organized joint programmes with them. 229 programmes and briefings were arranged during the year. At the community level, we co-organized MPF district carnivals and tea gatherings with political parties and joined hands with District Council members to conduct talks and set up one-on-one enquiry counters. Also, for the first time, we brought our service of checking personal account information to the streets by setting up outreach service counters across the territory in collaboration with our stakeholders.



Carnivals and tea gatherings were organized jointly with political parties to promote the MPF System



Counters were set up in various districts to provide on-site services for members of the public to check the whereabouts of their personal accounts

With the implementation of a new contribution calculation method for the Industry Schemes, 36 talks were conducted for employers and casual employees of the catering and construction industries to explain the new method. As a new initiative, we collaborated with labour unions to conduct talks at the workplace, including construction sites and restaurants to disseminate messages to the workers. Outreach activities targeting SEPs including mini-bus and taxi drivers were also organized to remind them of their MPF obligations.



Talks were conducted at construction sites during lunch time to bring messages on the Industry Schemes to construction workers



Outreach events were organized to spread MPF messages to workers in the catering and construction industries, as well as mini-bus and taxi drivers

We continued to provide MPF information to ethnic minorities during the year. An MPF information counter was set up at the Construction Industry Recruitment Day organized by the Hong Kong Construction Industry Council. Seminars were organized for ethnic minorities as well as for staff of social service organizations serving these ethnic groups.

Educating the Public and Reaching out to the Community (cont'd)

Educating the Young

We continued to organize a variety of programmes for different groups ranging from kindergarten kids to tertiary students as well as young working adults to educate the youngsters and their families on the importance of saving for the future and to disseminate MPF messages. Where possible, MPF investment education messages were incorporated into these programmes to enhance the overall impact of our education efforts. The programmes for the different groups are:

- For kindergarten children, storybooks and a series of programmes, including school-based activities, parenting workshops and seminars, to reach out to the kids, their parents and teachers;



A series of parenting programmes, including school-based activities, parenting workshops and seminars, were organized to pass on money management and MPF messages to kids and their parents

- For primary school students, a recognition programme with task books and animations, 30 school-based money management workshops and seminars for parents;



Primary school students could learn money management concepts from task books and at workshops. Seminars were organized to educate parents on family budgeting and MPF investments

- For secondary school students, an online learning platform which tied in with the “Other Learning Experience” in the Senior Secondary Curriculum, 106 skit performances and 31 sessions of an Other Learning Experience Programme for junior secondary and senior secondary students respectively, a booklet for all secondary school leavers, and a training workshop and revamped teaching kit for Liberal Studies teachers; and



Secondary school students learnt about MPF and the importance of retirement planning by attending skit performances and workshops under the Other Learning Experience Programme, and through a newly-launched online learning platform



Educating the Public and Reaching out to the Community (cont'd)

- For students of tertiary institutions, a 3D Animation Training Programme with on-campus promotion counters set up at tertiary institutions to publicize the programme, and promotion of the winning animations via a variety of channels.



Students of tertiary institutions joined the 3D Animation Training Programme to learn how to spread MPF messages through their 3D productions. On-campus promotion counters were set up to publicize the programme and the MPF System

In the year, a total of 25 MPF talks were held in tertiary institutions and youth centres. We also staged exhibition booths and conducted seminars at different education and job fairs to deliver MPF messages to the visitors.

Riding on the growing popularity of the digital media, we disseminated MPF messages to young people through a variety of online promotional channels, including MPFA's fan page on an online social media platform and the smartphone application MVP (Most Valuable Player) @ Workplace.

The details of major youth education programmes are set out in Appendix 6 (b).

Other Education and Publicity Activities

A major publicity and education campaign was rolled out to encourage scheme members to consolidate multiple personal accounts into one for easy management. In this campaign, various initiatives were launched and new publications on managing personal accounts were produced. In addition, a focus group study and a telephone survey were conducted to better understand scheme members' views and behaviour in the handling of personal accounts.



New publications were produced and widely distributed to scheme members to encourage them to consolidate their personal accounts and to hold only one for easy management of their MPF investment



Advertisements to highlight the benefits of consolidating personal accounts and the steps involved



Educating the Public and Reaching out to the Community (cont'd)

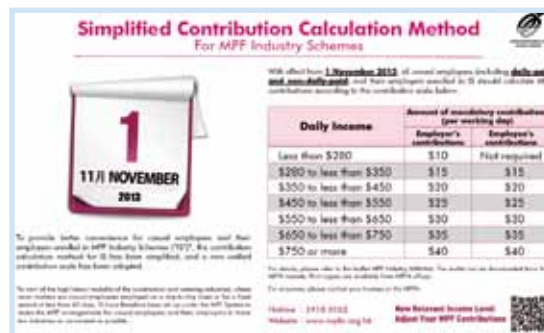
Publicity was also given to changes in the MPF System which included the adjustment to the minimum level of RI for MPF contribution purposes and the implementation of a new calculation method for Industry Scheme members and their employers. In the year, we continued to remind employers of their MPF obligations, especially on making contributions on time, through print advertisements and a 2014 MPF Contribution Days calendar on MPFA's website. A new flyer detailing employers' MPF obligations and penalties for offences was also produced and distributed to employers.



Publications and advertisements were produced to increase public awareness of the amendment of the minimum level of relevant income



A print advertisement and a 2014 MPF Contribution Days calendar were produced to remind employers to make contributions on time



Print advertisement on the simplified contribution calculation method for Industry Scheme members and their employers



To publicize our enforcement and publicity initiatives, press briefings were held and over 100 press releases issued. A similar number of articles were contributed to various newspapers, magazines and publications to introduce various aspects of the MPF System and MPF investment.

For members of the public who have become "Friends of MPF", we sent them MPF information from time to time. As a new initiative, we organized a three-lecture course on MPF investment and retirement planning specially for them in March 2014.



A short course on MPF investment and retirement planning was organized for Friends of MPF. The lectures were given by financial experts, with demonstrations on the use of online tools on MPFA's website

In the year, four issues of the *MPFA Newsletter* were produced and distributed to our stakeholders to keep them abreast of the latest developments of the MPF System and MPFA's work, and to enhance their knowledge of MPF investment.



Four issues of the MPFA Newsletter were published in the year

Details of other major education and publicity activities to disseminate MPF information to the public are set out in Appendix 6 (c).