

## Engagement with Stakeholders

As a social programme designed to help the workforce save for retirement, the MPF System requires community support for its smooth implementation and sustainable development. Continuous efforts have been made to enhance public understanding and acceptance of the System and to refine it in collaboration with stakeholders.

Stakeholders' support is essential to the sustainable development of the MPF System. We maintain regular dialogues with the industry and other regulators on MPF-related issues and work closely with them to refine the MPF System (please see the section on Business Operations on pages 42 to 51). Views on the MPF System and its developments are exchanged with stakeholder groups (such as labour unions, employer associations, District Councils, industry and professional bodies) through meetings and briefings, and shared with the wider public through press conferences, media briefings and interviews, articles contributed to newspapers and magazines, and speaking engagements of the MPFA Chairman and Directors. For employers, scheme members and potential scheme members, who form the largest category of stakeholders, we organize various education and publicity programmes to enrich their fundamental MPF knowledge, help them understand their rights and obligations under the MPF System and foster their compliance with the MPF legislation.

With the growing popularity of online social media, we have increased the use of social media to reach our stakeholders. A social media marketing competition organized for tertiary students won the Silver Award under the Best Media Campaign – Social Media category in the Spark Awards 2015, which recognized MPFA's efforts to use social media for publicity and education.

### Education Programmes and Outreach Activities

Employers, employees and self-employed persons who have joined MPF schemes, as well as potential participants in the MPF System, are our key stakeholders. A variety of activities is organized to help them understand the MPF System as well as their rights and obligations, equip them with the skills to manage their MPF accounts, and keep them abreast of the developments in the MPF System.

## Engagement with Stakeholders

Investment education programmes — to educate the public on MPF investment



### Apr – May, Aug – Sep 2015 & Jan – Feb 2016



MPF investment education comic strips featuring popular local comic character “Maggiology”

- ▶ Animated version telecast on out-of-home platforms and smartphone applications
- ▶ Print advertisements run in train compartments, jackets on coffee cups of a coffee shop group and magazines
- ▶ A Facebook game

Purpose — to remind scheme members in a light-hearted manner of the need to manage their MPF investment proactively



### May – Jun, Oct – Nov 2015 & Feb – Mar 2016

Thematic campaign on the fundamentals of MPF investment

- ▶ A series of eight videos of “MPFA TV” (積金台) telecast on a television station, out-of-home platforms, websites and mobile phone applications
- ▶ Print advertisements run in magazines and free newspapers
- ▶ A Facebook game

Purpose — to further enhance scheme members’ understanding of key fundamental MPF investment concepts and the concept of retirement investment, and to encourage them to take good care of their MPF investment



## Engagement with Stakeholders

### Jun 2015



Advertorials on risk management of MPF investment

A series of six advertorials in a free newspaper to reiterate the major types of risk in MPF investment

Purpose — to remind scheme members about risk management of MPF investment when the investment market fluctuates



### Jun, Jul, Oct 2015 & Mar 2016

Four roving exhibitions in shopping malls with high patronage and a residential club house

Display panels, a quiz game, on-site personal accounts (“PAs”) checking service and MPF consultation service (in two of the exhibitions)

Purpose — to continuously educate scheme members on how to make informed decisions for their lifelong MPF investment and to encourage them to consolidate their MPF PAs, through direct engagement with them in the community



# Engagement with Stakeholders

## Jun 2015 – Mar 2016



Retirement planning workshops, in a new format, at workplaces for “keen-to-know” scheme members

14 workshops hosted by Certified Financial Planner (“CFP”) to introduce the factors to consider for retirement planning and to give guidance on the use of the retirement planning mobile phone application and useful tools available on the MPFA website

Purpose — to enable direct engagement with scheme members and to ascertain their information needs as well as to provide them with practical tips for retirement planning and MPF investment



## Jul, Sep – Dec 2015

Thematic campaign on MPF investment review

A series of six advertorials in the form of case studies, with analyses by a CFP, on various scenarios encountered by scheme members at different age brackets and life stages published in free newspapers, magazines and on online platforms

Purpose — to encourage scheme members to review their MPF investment regularly and manage their MPF accounts proactively





## Engagement with Stakeholders

### Aug 2015



Launch of a new Facebook fanpage “Workplace Incredibles” (全積特攻)

- Providing MPF messages, tips on achieving work-life balance and healthy lifestyle

Purpose — to disseminate messages on MPF investment to working adults who are keen to use online social media



### Nov 2015 – Mar 2016

New retirement planning smartphone application (樂享退休GPS)

- Consists of several money management tools to help users set up a personal saving plan according to their retirement needs and closely monitor the progress
- Online publicity on smartphone applications and websites
- Print advertisements in magazines and newspapers

Purpose — to further encourage scheme members to plan ahead and save for retirement and to educate them on the concept of retirement investment



### Feb 2016

A public seminar on MPF investment co-organized with a local university

- Participation from members of the public, members of the “Friends of MPF” and employees of the Good MPF Employer awardees

Purpose — to enhance scheme members’ understanding of MPF investment as well as retirement planning



## Engagement with Stakeholders

Youth education programmes — to educate the younger generation on the merits of having an early start in financial planning



### Apr 2015 – Mar 2016



MPF talks

- 23 talks for students of tertiary institutions and members of youth centres

Purpose — to equip potential scheme members with the key concepts of the MPF System and MPF investment

### Apr 2015 – Mar 2016

Online social media promotion

- Spreading MPF messages through a series of games and thematic campaigns on the MPFA Facebook fanpage “Rolling My Money” and the smartphone application “MVP (Most Valuable Player)@Workplace”

Purpose — to spread MPF messages to young people in an interesting manner via popular social media platforms



## Engagement with Stakeholders

### Oct 2015 – Mar 2016



Programme for tertiary students  
(academic year 2015–16)

- 15 on-campus promotion counters at tertiary institutions
- A social media marketing competition which required the participating students to promote messages related to financial planning, the MPF System and MPF investment to their peers

Purpose — to equip tertiary students with knowledge of the MPF System and investment and encourage them to spread MPF messages on popular social media platforms



### Oct 2015 – Mar 2016

Life-planning programme for senior secondary school students  
(academic year 2015–16)

- An interactive online learning platform, which ties in with the “Other Learning Experiences” (OLE) component, Liberal Studies, and Business, Accounting and Financial Studies in the Senior Secondary Curriculum, and requires the students to complete a number of life-planning tasks related to MPF and wealth management
- 24 life-planning workshop sessions simulating different life stage experiences related to financial needs, and MPF enrolment and investment
- An MPF booklet distributed to all secondary school graduates

Purpose — to educate senior secondary school students on financial planning and MPF investment, and raise their awareness of the importance of having an early start in retirement planning



## Engagement with Stakeholders

### Nov 2015 – Mar 2016



Programme for junior secondary school students  
(academic year 2015–16)

- 40 sessions of a money management drama-cum-workshop, comprising a drama performance, an interactive session and a debriefing session led by experienced social workers
- Posters with proper money management skills and MPF messages distributed to all local secondary schools for display

Purpose — to equip junior secondary school students with knowledge of wealth management and raise their awareness of the importance of early planning for retirement



### Oct 2015 – Mar 2016

Programme for primary school students  
(academic year 2015–16)

- A student recognition scheme on money management, including production of task books for 72 000 junior and senior primary school students
- 40 money-management workshop sessions with activities involving various simulated cases for senior primary school students
- 15 seminars for parents of the students
- Posters on proper money management concepts distributed to all local primary schools for display

Purpose — to educate primary school students on proper attitudes towards money management and to disseminate MPF messages to their parents and teachers





## Engagement with Stakeholders

### Oct 2015 – Mar 2016



Programme for kindergarten children (academic year 2015–16)

- ▶ A student recognition scheme on money management, including production of a story book and a workbook for 120 000 kindergarten children
- ▶ 16 parenting workshop sessions for kindergarten children and their parents on money management and the MPF System

Purpose — to educate kindergarten children on proper money management and to disseminate MPF messages to their parents and teachers



### May, Sep, Oct 2015 & Feb 2016

Participation in various career and education fairs to introduce the MPF System to fresh graduates and job-seekers

Purpose — to familiarize young people with the MPF System and investment for retirement



## Engagement with Stakeholders

Publicity and communication programmes — to generate public awareness of the changes to the MPF System, MPFA’s new initiatives, the roles and functions of the MPF System and MPFA

### Apr 2015



Meet-the-media session hosted by new MPFA Chairman

Purpose — to publicize the initiatives of MPFA



### Jun – Oct 2015

Publicity campaign on employers’ MPF obligations, comprising three key initiatives:

- (1) Good MPF Employer Award — a presentation ceremony organized to recognize 655 employers who were compliant with MPF legislation and had gone extra miles in providing retirement protection to their employees; a newspaper supplement placed after the ceremony to enhance the publicity impact;
- (2) an Employers’ Handbook — distributed to employers through employers and human resources (“HR”) associations as well as at MPFA events; and
- (3) a video series on employers’ MPF obligations — publicized through trustees and other channels that may reach the employers and HR practitioners.

Purpose — to enhance employers’ understanding of their MPF obligations, foster compliance with MPF legislation and recognize those offering additional retirement protection to employees



(2) and (3) provided comprehensive information about employers’ MPF obligations and the common fallacies in handling MPF matters.

# Engagement with Stakeholders

## Jun 2015 – Mar 2016



Image building campaign

- Produced and broadcast a video series on real life stories of four scheme members from different sectors who shared how MPF assisted employees in saving for their retirement
- Print advertorials adapted from the content of the video series placed in free newspapers
- An eight-episode, five-minute TV series produced jointly with the Radio Television Hong Kong and telecast on local Chinese TV channels

Purpose — to enhance public understanding of the work of MPFA and improvements made to retirement protection by the MPF System

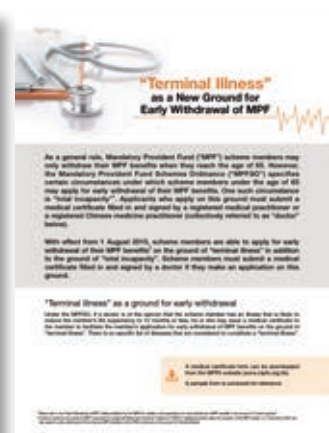


## Jul – Aug 2015

Publicity campaign on “terminal illness” as a new ground for withdrawal of MPF benefits

- New publications produced and distributed to target scheme members through patient groups, and to medical practitioners and other personnel who may provide support to relevant scheme members such as social workers and insurance agents

Purpose — to generate awareness among target groups who need to know about the new right





## Engagement with Stakeholders

### Aug 2015



Press briefing to alert the public to suspicious calls from people claiming to be MPFA staff

Purpose — to warn the public to beware of suspicious calls

### Aug 2015

A joint press conference with the Hong Kong Police Force on operations against scheme members who allegedly made false claims in their application for early withdrawal of MPF benefits on the ground of permanent departure from Hong Kong

Purpose — to highlight the work of MPFA and enhance understanding of the relevant MPF regulations

### Aug – Sep 2015

Publicity campaign on MPF account management

- ▶ A video series featuring “MPF Heroes” produced and telecast on TV panels on buses and made available on MPFA’s online platforms
- ▶ Print advertisements in free newspapers
- ▶ An online game on MPFA’s Facebook fanpage “Rolling My Money”

Purpose — to encourage scheme members to proactively manage their MPF accounts and hold only one PA for easy management





## Engagement with Stakeholders

### Nov 2015



Publication of the book *Towards Retirement Security*

- A reading guide and snippets from the book also prepared to facilitate readers to grasp the main points quickly

Purpose — to mark the 15th anniversary of the MPF System and present the development and achievements of the System over the years



### Nov 2015 – Mar 2016

Communication on Default Investment Strategy (“DIS”)

- A Government-MPFA joint press conference held on the gazettal of the bill
- Information and briefings provided to stakeholders
- A dedicated webpage created

Purpose — to enhance understanding of DIS and solicit buy-in from stakeholders

### Dec 2015 – Mar 2016

Publicity campaign on withdrawal of MPF benefits by instalments

- New publications produced and distributed to over 940 000 MPF account holders aged 59 or above
- TV and radio Announcements in the Public Interest telecast on all local TV and radio channels
- Advertisements placed in newspapers with high circulation and popular websites

Purpose — to generate awareness of the new arrangement among scheme members who are near or at retirement age



## Engagement with Stakeholders

### Jan 2016



Press conference on the 15-year investment performance of the MPF System

Purpose — to present the MPF System’s performance since its launch and educate the public on how to interpret performance data and manage their MPF investments



### Jun, Sep, Dec 2015 and Mar 2016 issues

MPFA Newsletter

Four issues published for distribution

Purpose — to enhance public understanding of the latest developments of the MPF System and the work of MPFA

Outreach activities

### Apr 2015 – Mar 2016

87 talks and briefings organized for different stakeholders including labour unions, employer associations, non-governmental organizations and scheme members

Purpose — to update/educate participants on the changes of the legislation, latest developments of the MPF System as well as how to manage MPF accounts and investment



## Engagement with Stakeholders

### Apr, Jul, Oct 2015 & Jan 2016



Four in-house seminars targeting new employers

Purpose — to educate employers on their obligations under the MPF System and offer tips and reminders on handling MPF administration

### Jun – Aug 2015

10 talks and enquiry counters co-organized with District Council members

Purpose — to provide one-on-one enquiry services and update/educate scheme members on the changes in legislation including withdrawal of MPF on the new ground of terminal illness and implementation of withdrawal by instalments, how to manage their MPF accounts and MPF investment

### Aug 2015 – Mar 2016

15 Industry Schemes-related activities:

- ▮ Nine outreach programmes and lunch talks at construction sites
- ▮ Six seminars for trainees of vocational training institutes including the Construction Industry Council and Chinese Culinary Institute

Purpose — to promote Industry Schemes to current and prospective employees of the construction and catering industries

