



Extra Coverage Joyce Kan, aged 11

Not one, but two giant trees give Joyce and her beloved family extended shield and shade.



The public education and publicity efforts before the launch of the MPF System were successful in raising public awareness and rallying general support for the System. Following the implementation of the MPF System on 1 December 2000, the MPFA carried on with its public education and publicity programmes to foster continuous public support, encourage new enrolment and instill in the public a good understanding of MPF, particularly MPF investment knowledge.

Public Education and Publicity

In organizing public education activities, the MPFA often collaborated with various local bodies, trade associations, worker groups, small and medium enterprises, professional bodies, political parties and the Government, reaching out to those most in need of assistance and targeting at their information needs. Efforts were also made to educate the younger generation who would have to join MPF when they completed their schooling and started to work.

Major Activities

Publicity Activities

During the year, the MPFA produced publications and placed advertisements on all the main media as well as on board buses to disseminate information on the operation of MPF schemes. With the help of television and radio stations, we produced promotion programmes to explain different aspects of the operation of the MPF System.

To convey MPF messages to the general public in a lively and entertaining manner, the MPFA conducted road shows and roving exhibitions at the shopping arcades of large housing estates at various districts. These road shows, presented by well-known DJs, were well received.

With the assistance of financial and investment experts, the MPFA held a series of seminars on MPF investment throughout Hong Kong to give the public, especially members of MPF schemes, more in-depth knowledge on MPF investment as well as selection and switch of MPF constituent funds.

Advertisement on TV,
starring Jerry Lamb, promoting
the MPF Info Station service



Community Outreach

Reaching out to the community was an important part of the MPFA's public education programme. Through seminars, talks and workshops for labour unions, human resources professionals, intermediaries and Area Committees, the MPFA established face-to-face contact with members of the public, directly and promptly answering their enquiries.

To further reach out to different sectors of the community, the MPFA, with the support of major political parties, held Meet-the-Public sessions at their local offices. The 85 sessions conducted throughout the year were well received.

The MPF Info Stations service at community halls and the Public Enquiry Service Centres of the Home Affairs Department in various districts was an effective channel in reaching out to the working population. In December 2001, a schedule was set up for the MPF Info Station sessions to operate regularly at fixed locations and fixed hours. The enhanced services were publicized through the use of television and radio announcements and print advertisements. Handouts were also published to inform the public of the time and venue of the services. During the year, a total of 393 MPF Info Station sessions were held.

Education of Young People

In addition to giving talks at schools and tertiary institutions, the MPFA has started working on a MPF teaching kit catering to secondary school students. We also took part in the Education and Career Expo 2002 to promote the concept of MPF rights to school leavers and job seekers.



Hon Donald Tsang attends a Labour Day's Dinner in celebration of the implementation of MPF in Hong Kong



Prof Nelson Chow and Hon Ng Leung-sing officiating at MPF Info Station launching ceremony



Exchanging views: Non-executive Director Hon Lui Ming-wah at a MPF forum for small and medium enterprises



Getting to know more: investment seminar for members of the public



Fun with learning about MPF funds



Lantern Festival Fair organized by Democratic Alliance for Betterment of Hong Kong, bringing MPF messages to the community



Non-executive Director Lee Kai-ming at MPF roadshow



MPF roadshow at Tuen Mun

Media

The MPFA contributed articles to regular columns of three newspapers to disseminate MPF investment-related concepts and knowledge. Close media contacts were maintained through activities such as media workshops and briefings. During the year, 99 articles were contributed to newspaper columns and 66 press releases were issued.

Statistical Digest

With a view to enhancing the transparency of the MPF System, the MPFA produced a quarterly publication, the *MPF Statistical Digest*. The publication contains such key statistical information as enrolment rates, the net asset values of MPF schemes, the asset allocation of MPF funds, and the number and asset size of occupational retirement schemes.

MPFA Website

The MPFA website continued to be a popular source for information seekers. In addition to information featuring the MPF System, it also provided latest news on the MPFA. Close to 600 000 visitors have visited the site.

The lists of major publicity activities, campaign media used and articles contributed to newspaper columns are set out at Appendices 10 to 12.



MPF Info Station at Tsz Wan Shan



MPF: a matter for all ages



Legislative Councillors in support of the MPF Meet-the-Public sessions



Reading about MPF



MPF investment seminars with guest speakers (clockwise from top left) Cho Chi-ming, Arthur Shek, Chan Yan-chong and Billy Mak



MPF talk organized by District Councillor Cheung Yuet-lan



Promoting MPF to job-seekers at Education & Careers Expo 2002