

Strong arms jointly fly, reaching out to the sky



PUBLICITY CAMPAIGNS

The MPFA has sustained its public education and publicity efforts to foster continuous public support and to enable scheme members to make informed investment decisions. The focus of public education during the year was on investment education and youth education. Many of the activities were organized in partnership with community organizations and other bodies. Publicity was also carried out to publicize new developments related to MPF.

Following the enactment of the Mandatory Provident Fund Schemes (Amendment) (No. 2) Ordinance 2002, the MPFA launched a comprehensive community communications programme to explain to all sectors the changes to the administrative arrangements effected by the legislative amendments. The first phase of the campaign started upon the passage of the Ordinance in July 2002 and lasted until October 2002. In addition to the production of TV and radio advertisements, seminars were specially organized for employer groups, trade associations, labour unions, Area Committees and community groups. Special workshops were also conducted for human resources personnel in the public sector. A compact disk and a leaflet on the amendments were produced and distributed through a wide range of outlets and channels.

The second phase of the publicity campaign commenced in January 2003, preceding the coming into force in February of the legislative changes relating to the adjustment of the minimum relevant income level from \$4,000 to \$5,000 and other scheme administration issues. Publicity was carried out through TV and radio announcements, leaflets, compact disks, seminars and workshops. A reminder on the commencement of the amended provisions was sent by e-mail to human resources and professional groups. The broadcast of TV and radio announcements continued until mid-March.

INVESTMENT EDUCATION

In order to educate the public on individuals' MPF rights and obligations and MPF-related investment knowledge, the MPFA contributed 119 articles in regular MPF columns of newspapers, mostly on investment-related issues. A selection of these articles on general MPF features and investment issues was published in the form of a booklet, *MPF Easy Guide*, and distributed to newspaper readers and major trade unions. Quizzes were organized in conjunction with newspapers to arouse the readers' interest in MPF investment-related knowledge. We organized a number of investment seminars in collaboration with interested parties, including the Hong Kong Investment Funds Association and selected media organizations. We also supported an investment competition organized by the Hong Kong Institute of Investors.

In partnership with Cable TV, we launched a four-episode TV programme "Win Win MPF" in February 2003 on MPF investment knowledge. This was a new attempt to promote MPF investment knowledge through a TV show with games and an audience. The text form of the programme was published in two Chinese newspapers so that the messages could reach more people. Useful information about MPF investments was also disseminated through the MPFA's website.

Public Education and Publicity *Continued*

EDUCATING THE YOUNG

The MPFA has attached great importance to educating the younger generation. Apart from giving talks to schools and other educational and vocational institutions, we developed a MPF teaching kit to help teachers of lower form students understand the importance of retirement planning. Copies of the teaching kit were distributed to all secondary schools in late August 2002. To tie in with the launch of the kit, an on-line educational game and an education corner were installed at the MPFA's website.

In conjunction with the Elderly Commission and a local newspaper, we launched a web page design contest for secondary school students to encourage them to take an interest in MPF and issues associated with an ageing population. The contest attracted a total of 65 proposals. The final results would be announced in May 2003.

COMMUNITY OUTREACH

Community outreach continued to be a crucial part of the MPFA's public education programme. A total of 270 sessions of "MPF Info Station" were held at the Home Affairs Department's Public Enquiry Service Centres and community halls. Regular contacts were maintained with labour unions, business associations, community organizations, and political parties.

In partnership with the Democratic Alliance for the Betterment of Hong Kong and the Democratic Party, 14 MPF carnivals were organized from October to December 2002. The carnivals featured game booths, information display, Info Stations and stage performances. The response from the local community was encouraging. Following the success of the carnivals, the MPFA participated in a number of community events, including a carnival at Tan Loong Hui in Wong Tai Sin.



Legislative Councillors and community leaders in support of MPF at various carnivals



Ensuring an auspicious start to the MPF series on Cable TV



Visitors to the Education & Careers Expo 2003 are keen to find out more about MPF

We maintained our presence in exhibitions, including the Symposium cum Exhibition on Challenges and Opportunities of an Ageing Population and the Financial Services Sector Exhibition held in June and July 2002 respectively. We also participated in the Education and Careers Expo 2003 in February 2003, with the long-term concept of MPF investments as this year's theme. Over 24 000 copies of MPF publications were distributed to job seekers and school leavers visiting our booth.

MEDIA RELATIONS

Close ties with the media were maintained through regular contacts, briefings and media workshops organized throughout the year. Efforts were made to update members of the press on the latest developments of the MPF System and the work of the MPFA, with a total of 159 press releases issued on various topics related to MPF.

MPFA'S WEBSITE

The MPFA's website continued to be a popular source for information seekers. It underwent a major revamp during the year, incorporating interactive features and a more interesting layout. The website has been attracting about 20 000 visitors a month.

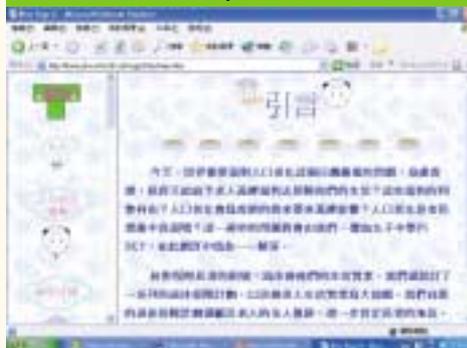
The lists of major publicity activities and articles contributed to newspaper columns are set out at Appendices 10 and 11.



The winning team in the Webpage Design Competition: Precious Blood Secondary School



The MPF online game is inspiring as well as interesting



The Webpage Design Competition has aroused young people's interest in exploring the problem of ageing



Understanding more about MPF and its related investments