

APPENDIX 9

LIST OF MAJOR PUBLIC EDUCATION AND PUBLICITY ACTIVITIES

April 2004 – March 2005

OUTREACH PROGRAMMES – TO DISSEMINATE MPF MESSAGES AT THE COMMUNITY LEVEL

Jan – Feb 2005	The MPFA took part in 3 district carnivals to bring MPF messages to the local community.
Apr 2004 – Mar 2005	In partnership with political parties, the MPFA organized 22 “MPF Carnivals” throughout Hong Kong.
Apr 2004 – Mar 2005	A total of 77 talks and seminars were given to labour unions, political parties, professional bodies, business associations, and community groups.

INVESTMENT EDUCATION PROGRAMMES – TO EDUCATE THE PUBLIC ON MPF INVESTMENT

6 Jun 2004	In partnership with a political party, the MPFA conducted 2 sessions of MPF investment seminar for members of the public.
Aug 2004	The MPFA conducted 2 radio interviews on Capital Preservation Fund with Commercial Radio and Radio Television Hong Kong.
26 – 28 Aug 2004	The MPFA participated in the Financial World Expo held at the Hong Kong Convention and Exhibition Centre. 3 seminars on MPF investment were conducted for visitors to the Expo.
3 – 28 Jan 2005	A 12-episode radio series on MPF investment was produced and broadcast in partnership with Commercial Radio 1.
6 – 27 Mar 2005	A 10-episode TV series on MPF System and MPF investment was produced in partnership with Radio Television Hong Kong. The 1st to 4th episodes were broadcast during the report period.
17 Mar 2005	The MPFA, Hong Kong Retirement Schemes Association, Hong Kong Economic Times and ET Business College co-organized an MPF investment seminar for members of the public.
Mar 2005	In partnership with 7 Chinese newspapers, the MPFA published a booklet <i>MPF Investment Guide 2005</i> for distribution through convenient stores at MTR and KCR stations, labour unions, and various public outlets.
Apr 2004 – Mar 2005	A total of 103 articles were published in newspapers on various topics of MPF Investment.

Appendix 9 (Cont'd) LIST OF MAJOR PUBLIC EDUCATION AND PUBLICITY ACTIVITIES

April 2004 – March 2005

PUBLICITY PROGRAMMES ON THE DISCLOSURE PROJECT – TO INFORM THE PUBLIC OF THE PURPOSES AND BENEFITS OF THE PROJECT

Apr – Jul 2004	A total of 6 articles on the Disclosure Project were published in newspapers.
Jul 2004	The MPFA issued a press release introducing the Code on Disclosure for MPF Investment Funds to MPF trustees and service providers.
Jul 2004	A Disclosure corner was launched on the MPFA website to publicize the Disclosure Project.

YOUTH EDUCATION PROGRAMMES – TO EDUCATE THE YOUNGER GENERATION ON THE NEED FOR FINANCIAL PLANNING

Oct 2004 – Jan 2005	The MPFA, together with the Education and Manpower Bureau, Committee on Home-School Co-operation, Hong Kong Economic Times and ET Business College organized an inter-school financial planning competition.
Jan – Mar 2005	The MPFA and Whiz Kids Express Weekly jointly organized an MPF slogan competition for primary school students.
Mar 2005	The MPFA, together with the Institute of Financial Planners of Hong Kong, organized a case writing competition for tertiary students on the theme of “MPF Investment and Retirement Planning Strategies”.
Apr 2004 – Mar 2005	A total of 25 talks were delivered to education institutions, secondary schools and tertiary institutions.
Apr 2004 – Mar 2005	The MPFA gave a total of 125 talks to trainees of the Youth Pre-employment Training Programme, Youth Work Experience and Training Scheme, and Youth Self-employment Support Scheme on features of the MPF System and the rights of scheme members under the System.

Appendix 9 (Cont'd)

LIST OF MAJOR PUBLIC EDUCATION AND PUBLICITY ACTIVITIES

April 2004 – March 2005

OTHER PUBLICITY ACTIVITIES – TO DISSEMINATE MPF-RELATED INFORMATION TO THE PUBLIC

May 2004	A communication programme was launched to publicize the revised MPF guidelines on contribution period in respect of a relevant employee reaching the age of 65. The means of publicity included briefings and talks, distribution of information leaflets, and article contributions to newspaper.
19 Aug – 9 Sep 2004	A 4-episode radio series on MPF related topics for new immigrants was broadcast on Metro Radio.
Aug – Oct 2004	The MPFA conducted a mini-publicity campaign to remind self-employed persons (SEPs) of their MPF obligations, which included the production of a leaflet for distribution to existing and potential SEPs, outreach activities and article contribution to newspapers.
Aug – Dec 2004	The MPFA launched a publicity campaign on the MPF Industry Schemes. A leaflet was published for distribution to members of catering and construction industries. In partnership with the unions, the MPFA conducted 2 seminars and 1 outreach activity to promote the Industry Schemes.
Nov 2004	The MPFA produced MPF fact sheets in Nepali, Pakistani and Sinhalese for distribution to members of minority groups.
30 Dec 2004	The MPFA participated in the 39th Hong Kong Products Expo held in Victoria Park to publicize MPF messages to the general public.
19 – 22 Feb 2005	The MPFA took part in the 2005 Education and Careers Expo held at the Hong Kong Convention and Exhibition Centre which targeted at school-leavers and job seekers.
Mar 2005	The MPFA published a leaflet on <i>What Employee Should Know About MPF</i> for distribution to members of public.
Mar 2005	A poster on <i>Protect Your MPF Benefits</i> was produced for posting at various public outlets.
Apr 2004 – Mar 2005	The MPFA issued a total of 200 press releases on enforcement actions and other MPF topics.
Apr 2004 – Mar 2005	A total of 121 articles were published in newspapers on member protection measures.