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Public Education and Publicity

Overview

Our role

- Educate the public on the MPF System, investment and financial planning for retirement
- Foster continuous community support for the MPF System

In 2005-06, we

- Organized a six-month MPF Investment Education Campaign
- Carried out education and publicity programmes for different target groups on various aspects of the MPF System and the concept of early financial planning for retirement
- Revamped the MPFA's website to enhance its functions and interactivity



MPF INVESTMENT EDUCATION

A major project on MPF investment education, the MPF Investment Education Campaign, was carried out during the six months from October 2005 to March 2006. The objective of the Campaign was to raise scheme members' awareness of their MPF investment and encourage them to look after their MPF accounts. Programmes were carried out to instill in the public more in-depth knowledge of MPF investment to enable them to participate effectively in the System.



Chief Secretary for Administration, the Hon Rafael Hui Si-yan, GBS, JP marks the launch of the MPF Investment Education Campaign.



New Announcement in the Public Interest urging the public to look after their MPF investment.

The Campaign, with the theme “Look After Your MPF Investment, Add Value to Your Future”, adopted a multi-media approach. Announcements in the Public Interest (APIs) were broadcast on radio, television, bus and MTR trackside television and outdoor video walls at major locations. Two 10-part radio series were broadcast on Commercial Radio to disseminate MPF investment knowledge. A mini-series was produced in partnership with TVB to highlight major MPF investment issues. These radio and television programmes are accessible at the MPFA's website. To mark the closing of the six-month Campaign, a television infotainment show was produced and broadcast on TVB-Jade in March 2006.



MPF TV-Series provide practical tips on MPF investment.



Financial Secretary, the Hon Henry Tang Ying-Yen, GBS, JP officiates at the MPF TV Infotainment Show.





People from all walks of life join the Campaign's first Multi-media Exhibition.



Celebrities share their views on MPF investment in radio series.



MPFA publications on MPF funds investment.

In the print media, six full-page supplements on MPF investment education were published in four popular Chinese newspapers. New leaflets on MPF investment were published and distributed to

members of the public through various public outlets and community activities. Over 150 articles and press releases were published in newspapers and magazines on various topics of MPF investment.

Public education is an ongoing process. In the coming year, we will carry out further programmes to sustain and enhance the effect of the MPF Investment Education Campaign.

COMMUNITY OUTREACH AND OTHER PUBLICITY ACTIVITIES

In our effort to consolidate community support for the MPF System and disseminate education and publicity information, we have maintained a network with various stakeholder groups, including employer and employee groups, political parties and District Councils. In partnership with these groups, we reached out to their members by organizing seminars and outreaching activities to provide education on MPF investment. Our representatives also gave talks to labour unions, business associations and community groups.

We visited the 18 District Councils to update them on the development of the MPF System, and noted that they were supportive of the MPF System and the work of the MPFA. In partnership with political parties, MPF District Carnivals and Exhibitions were organized, with the complete cycle ended in April 2006. The carnivals featured game booths, information display, information counters and stage performances, all bearing the theme of MPF investment.



Engaging the community to seek MPF investment knowledge through fun activities.

For the third consecutive year, the MPFA participated in the Hong Kong Products Expo organized by the Chinese Manufacturers' Association of Hong Kong in December 2005. MPF investment messages were disseminated through drama and quiz game. We also organized an MPF investment seminar in March 2006 for members of the public in partnership with Hong Kong Investment Funds Association and Hong Kong Retirement Schemes Association to enrich scheme members' MPF investment knowledge.



MPFA stages a drama show and quiz game at the 40th Hong Kong Products Expo in Victoria Park.



One of MPFA's seminars to further enhance the public's knowledge on MPF investment.

A quiz competition was organized in August 2005 in partnership with a labour union to enhance the public's knowledge on MPF and other relevant labour rights and benefits. In October 2005, we publicized MPF investment messages and distributed MPF-related publications from the MPFA booth at the Institute of Financial Planners of Hong Kong's Financial World Expo 2005. Four mini publicity campaigns targeting self-employed persons and industry schemes members respectively were held in November and December 2005.



Promoting MPF industry schemes to caterers.

EDUCATING THE YOUNG

We promoted the concept of life-long financial planning to the younger generation. Jointly with the Education and Manpower

Bureau, Committee on Home-School Cooperation, Institute of Financial Planners of Hong Kong and a Chinese newspaper, we organized a Financial Planning Competition. The aim was to enhance the knowledge of secondary and university students on financial and retirement planning. A workshop was also conducted in partnership with a newspaper to prepare and equip school leavers with the necessary knowledge for participating in the MPF System before they enter the workforce.





Leaflet and audio/video package on financial planning and MPF investment tailor-made for the youth.



Visitors at Education and Careers Expo 2006 take a close look at MPF information at the MPFA booth.

In addition to giving talks to youth organizations and education institutions, we conducted train-the-trainers workshops for the staff of youth centres to enable them to cascade MPF knowledge to youngsters who were ready to join the workforce. The MPFA also took part in the Education and Careers Expo held in February 2006, staging an exhibition booth to enhance students' and job-seekers' MPF investment knowledge and understanding of the MPF System.

MEDIA RELATIONS Through regular gatherings with editors, reporters and columnists, we endeavoured to enhance their understanding of MPF and update them on MPFA's new initiatives. During the year, more than 300 articles and press releases were issued on enforcement actions and other MPF topics.

MPFA WEBSITE The MPFA's website is an important platform for publicity, education and communication. During the year, the website underwent a major revamp to enhance its functions and interactivity. The revamped website would include an interactive guide to help visitors locate information quickly and easily, and an e-alert service to notify subscribers of updates to information in the website as and when they occur. The content had also been enriched to include answers to frequently asked questions and other reference information for different parties concerned with the MPF System.

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