

Public Education, Publicity and Engagement



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(External Affairs Division)

Our work in public education, publicity and stakeholder engagement is built on commitment and professionalism, aiming to promote MPF to the community and educate the general public and various stakeholders about the importance of early and proper planning for retirement protection.

MPF Education

MPFA strives to educate MPF scheme members and prospective scheme members with a view to enhancing their understanding of MPF rights and obligations, skills to manage MPF investment, and the importance of early planning for retirement protection.

Major Education Programmes in 2023–24

MPF Portfolio Management

A series of two videos explaining the concepts of MPF fund switching and ways to manage MPF investment was rolled out on a number of popular online platforms from January to March 2024. Targeting scheme members who are approaching retirement or struggling to manage their MPF investment amidst volatile market situation, the series creates a resonance with audience by associating common stress-related health issues with the challenges of managing MPF investment in a hilarious manner. The videos generated over 10 million views¹ and over 13.1 million counts of reach².



Planning for Retirement Protection for Soon-to-Retire Scheme Members

From October to December 2023, a new video targeting scheme members in the 50-plus age group was released on various online platforms. The video features a Certified Financial Planner, who helps three soon-to-retire scheme members resolve their queries on planning for retirement protection by explaining the points to note for accumulating savings for retirement protection at the age of 50 and above, as well as the ways to manage their MPF and other savings during retirement. The video generated over 4.2 million views and over 2.5 million counts of reach.



1 "View" refers to the number of times a video is played for a certain length of time on users' screens. The definition of the length of time played varies on different platforms, ranging from three seconds to the whole video.
2 "Counts of reach" refers to the number of times a video is seen for any duration.

Default Investment Strategy

In the year, two rounds of publicity to broadcast a video series on Default Investment Strategy (DIS) as a hassle-free solution to manage MPF were arranged from late May to late July 2023 and from early September to late October 2023 respectively through various online platforms, MTR in-train TV panels and a terrestrial TV channel. Over 31 million views have been achieved in total, with over 152.2 million counts of people reached.





Early Planning for Retirement Protection Targeting Prospective Scheme Members and Young Employees

Targeting the younger generation, a new series of videos to deliver concepts on MPF investment and MPF management was rolled out on MPFA's educational platforms and other online platforms. Key messages included the importance of early planning for retirement protection, choosing MPF portfolio and asset diversifications, proactive steps for slashes to prepare for retirement savings, and how to use MPFA's digital tools for managing MPF investment. The videos generated over 12 million views and over 16 million counts of reach.



Highlights of Other Education Programmes

Activity	Objective	Outcome
<p>Public webinar co-organized with a university</p> 	<p>To educate the general public about MPF investment and planning for retirement protection and to enhance their understanding of the global and local investment markets</p>	<p>Attracted over 810 participants and over 665 000 post-event views</p>
<p>In-company workshop on planning for retirement protection</p> 	<p>To explain the factors for consideration when planning for retirement protection and introduce the MPFA planning for retirement protection mobile application “樂享退休GPS” and other useful tools available on the MPFA website</p>	<p>25 sessions (including nine online, eight face-to-face and eight hybrid workshops) held with over 690 participants</p>
<p>MPFA Investment Education Facebook Page “Workplace Incredibles” and Facebook Messenger Bot</p>	<p>To disseminate MPF investment messages and provide useful information on investment for retirement protection to working adults</p>	<p>Messages were regularly published in multimedia formats throughout the year</p>
<p>MPF information to final year tertiary and secondary school students</p>	<p>To disseminate information on MPF System and MPF investment and promote the importance of early planning for retirement protection</p>	<p>Reached around 450 secondary schools and over 47 000 graduates of tertiary institutions</p>

Activity

Online platforms including MPFA Facebook Page "Rolling My Money", Instagram Page "Office Meme" and mobile application "MVP@workplace"



"Rolling My Money"

Objective

To stress the importance of early planning for retirement protection and promote the MPF System and MPF investment



"Office Meme"

Outcome

Messages disseminated through interactive elements, short videos and a reward programme



"MVP@workplace"

MPF talks, financial planning/career cum MPF workshops, life-planning workshops and drama performance on MPF



Drama performance on MPF



MPFA talks and workshops

MPF workshops for parents



To equip parents with knowledge on planning for retirement protection and MPF management

11 workshops held, attracting over 300 participants

MPF Publicity

Leveraging multiple means and channels, MPFA organized a variety of publicity programmes throughout the year to promote the values of the MPF System and enhance public understanding of MPF as a vital retirement savings system catering for the working population in Hong Kong.

Major Publicity Programmes in 2023–24

Good MPF Employer Award 2022–23



The Good MPF Employer Award (GMEA) 2022–23, which marked its 9th anniversary, is one of MPFA's key annual promotional campaigns which aims to cultivate employers' responsibility under the MPF legislation and recognize employers that are exemplary in enhancing and protecting the retirement benefits of their employees. Since its inception in 2015, nearly 3 100 employers, employing a total of about 310 000 people, have been recognized as Good MPF Employers.

Under the theme "Let's join hands for a better future!", the GMEA 2022–23 was successfully held with over 2 100 companies and organizations receiving the award, an increase of 12% from previous year. This achievement not only broke the record for nine consecutive years but also highlighted a growing trend of utilizing MPF as a staff management tool.



The GMEA Presentation Ceremony was held on 4 October 2023, in a hybrid format of physical event and livestreaming, together with a sharing session under the theme of "Return to Normalcy — Opportunities and Challenges" in which insights and experiences were shared on the opportunities and challenges encountered in the post-pandemic business environment, as well as strategies adopted in attracting talents.





Around 420 guests and awardees attended the event on-site with online viewing of over 248 600 views across various social media platforms, which was the first large-scale corporate event held after full resumption of normalcy after the pandemic. A total of 39 associations, labour unions and professional bodies supported GMEA 2022-23 as Supporting Organizations, assisting and encouraging their members to join the programme via their promotion channels.

Partnering with a terrestrial TV station, two promotional videos were produced to highlight the core values of the GMEA as part of an awareness campaign for the public. Together with TV broadcast, a total of over 16 million counts of people were reached.



A meet-the-media session was held before the event to draw media attention to MPFA's enhanced efforts in default contributions recovery, encouraging employers making voluntary contributions, as well as the development of the eMPF Platform.



MPF Symposium 2023

On 12 December 2023, a symposium under the theme “Embrace, Enrich and Evolve: The Future of MPFTech” was held to update the MPF industry on the latest development in artificial intelligence, and to explore with the industry how to adopt technologies to accelerate digitalization and enhance user experience, as well as the related opportunities and challenges.

The symposium also featured a panel discussion, titled “eMPF Take-off: Charting the Path Forward with Early Adopters and Platform Operator”, which was joined by three MPF trustees who are among the first batch to get onboard the eMPF Platform.

The event was attended by around 300 guests in person and over 300 guests online. Two post-event supplements were published to extend the coverage of the event.

A meet-the-media session was held before the symposium during which an update on the progress of the eMPF Platform project, preparation for onboarding MPF schemes, as well as the support services to be provided to scheme members and employers to facilitate their use of the Platform was presented.



Highlights of Other Publicity Programmes

MPFA's 25th Anniversary

MPFA commemorated its 25th anniversary in 2023. Since its establishment in September 1998 and the subsequent launch of the MPF System on 1 December 2000, MPFA has undertaken the important mission of safeguarding the MPF rights of the working population and progressively developing and enhancing the MPF System. As MPFA embarks on its next 25 years, further steps will be taken to improve the MPF System on various fronts with a view to helping the working population increase their retirement reserves.

A reception was held to commemorate the occasion, officiated by the Financial Secretary the Hon Paul Chan.



Toasting ceremony to celebrate MPFA's 25th anniversary

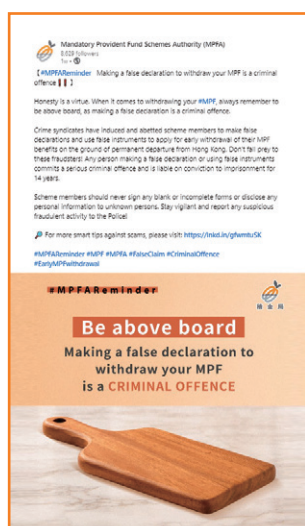


MPFA's 25th anniversary group photo



Managing Director dialogues with long-serving colleagues

MPFA strives to heighten the awareness of the public and strengthen the combat against MPF-related scams, such as fraudulent individuals impersonating MPFA and eMPF Company staff, and crime syndicates enticing them to make false claims to withdraw MPF benefits on the grounds of permanent departure from Hong Kong. Anti-scam smart tips were consistently disseminated through MPFA's online videos, advertorials, contributed articles and social media posts series.

[illegible]

MPFA recognizes the importance of promoting sustainable investing practices in MPF investments through ongoing efforts to help MPF trustees integrate ESG factors into the investment and risk management of MPF funds, and to uphold high standards of corporate governance to ensure transparency in operations. The “Sustainable Investing” webpage on the [MPFA website](#) was enhanced to enable scheme members to obtain more up-to-date information relating to MPF sustainable investing. The initiatives were shared via MPFA’s social media platforms.



Media Relations

MPFA proactively engages with media organizations with a view to enhancing public understanding of and garnering public support for the MPF System through the mass media, in line with our open and transparent corporate governance principle.

During the year, a series of media events/activities under different topics for frontline reporters and senior editorial staff of media organizations was organized. The statistics are set out below:

Event	Objective
11 Chairman's blog posts	<ul style="list-style-type: none"> To increase public understanding of the latest developments of the MPF System and the work of MPFA
Two media briefings	<ul style="list-style-type: none"> To introduce and explain MPFA's proactive measures in protecting scheme members' interests To introduce MPFA's latest efforts in promoting MPF voluntary contributions To share the latest development of the eMPF Platform project and the support services to be provided
12 media interviews	<ul style="list-style-type: none"> To increase public understanding of the purpose and effectiveness of the MPF System To introduce MPFA's measures in enhancing transparency of MPF fund information and driving fees reduction To review the latest MPF performance and address public concern over the adequacy of MPF To share the latest development of the eMPF Platform and the major benefits of the Platform To share common MPF-related scam cases and anti-fraud tips To promote MPFA's efforts in sharing "good MPF stories" with overseas peers
130 articles and 4 videos in media outlets	<ul style="list-style-type: none"> To increase public understanding and knowledge of the MPF System through mass media channels
33 press releases and 72 media enquiries	<ul style="list-style-type: none"> To work closely with the media to enhance transparency and public understanding about MPFA's work and the MPF System
21 clarifications	<ul style="list-style-type: none"> To rectify inaccurate information and misconceptions in media reports and articles To enhance public and media understanding of the MPF System

Media Events



MPFA Chairman shares her views on retirement protection in an English TV news programme



In a profile interview by a local newspaper, Chairman elaborates her visionary plans under her second term of Chairmanship with a clear focus to help scheme members increase their retirement savings



Managing Director as a guest interviewee in a radio programme on various MPF-related topics



Meeting the media before the annual Good MPF Employer Award 2022–23 presentation ceremony



Media briefing before the MPF Symposium 2023



Managing Director shares MPFA's engagement with overseas stakeholders at a media briefing

MPFA on Social Media

Social media are important channels for MPFA to engage with the general public through which timely updates on MPFA's wide range of services and latest corporate news including the development of the eMPF Platform project are disseminated on a regular basis.

MPFA's corporate social media channels also serve as an interactive platform to share educational information about MPF in a relatable manner, including providing practical tips on MPF management and introducing MPF investment concepts, to help members of the public better understand essential information pertinent to planning for retirement protection.

Statistics of 2023–24 are set out below:

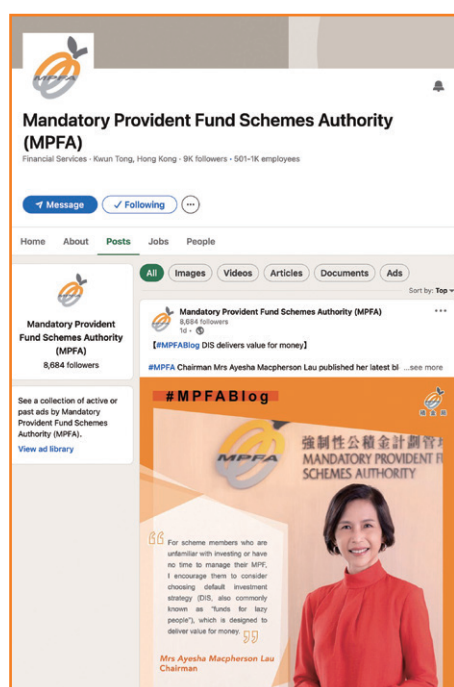


Corporate Facebook Page


Number of followers
> 25 500


Number of posts:
192


Counts of reach:
>9.7 million



Corporate LinkedIn Page


Number of followers
> 9 500


Number of posts:
161


Counts of reach:
>6 million

Please refer to the inside back cover of this report for the full list of MPFA's social media platforms.

Stakeholder Engagement

Chairman's and Management Team's Participation in Stakeholder Engagement Activities

Direct engagement with stakeholders is an effective means to foster wider support for the MPF System and the work of MPFA. Through a wide array of engagement activities with various stakeholders regularly arranged throughout the year, MPFA is able to expound our new policies and initiatives, enhance understanding, and listen to stakeholders' feedback on MPF.

In 2023–24, our Chairman and management team participated in around 180 stakeholder engagement activities of different formats, including face-to-face meetings and outreach events with different stakeholder groups such as labour unions, ethnic minority groups, business chambers and human resources bodies, as well as Members of Executive Council and Legislative Council (LegCo).

MPFA places great emphasis on the interests of the grassroots workers and those with special needs because MPF is the most important, and in many cases the only means of, retirement savings for them. In order to understand their needs and concerns, our Chairman and management team joined various activities reaching out to a substantial number of grassroots employees, members of ethnic minorities, organizations for workers with special needs as well as construction and catering workers.



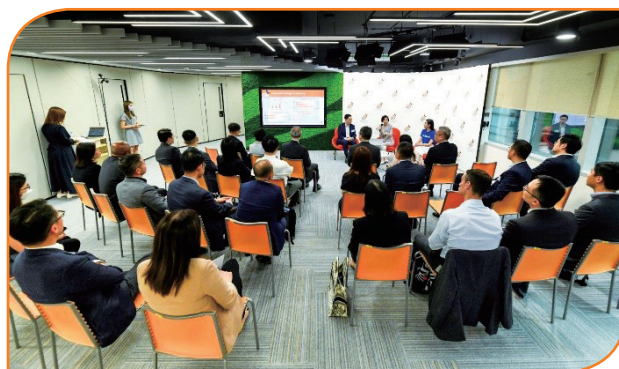
Meet with the grassroots at an event in collaboration with the Baptist Oi Kwan Social Service



Visit the Wan Chai Mosque and distribute MPF souvenirs and leaflets to members of the Muslim community



Distribute MPF Lunar New Year blessing bags and MPF messages to Sham Shui Po residents



Meet with cohort members of the Financial Leaders Programme of the Hong Kong Academy of Finance



Attend the LegCo Ante Chamber Exchange Session



Attend the 39th Anniversary Celebration cum Forum of the Federation of Hong Kong & Kowloon Labour Unions



At the IFPHK Financial Education and ESG Leadership Awards Presentation Ceremony



Exchange views with the hearing impaired



Attend the Asian Financial Forum



Meet with LegCo Members of Democratic Alliance for the Betterment and Progress of Hong Kong



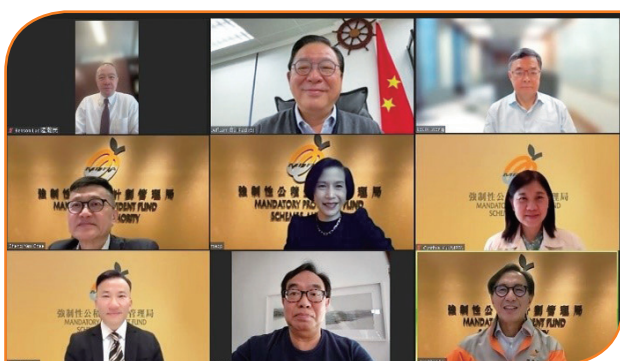
Attend the 30th Anniversary Celebration of the Liberal Party



Zoom meeting with LegCo Members of the G19



Exchange views with the Hong Kong Federation of Trade Unions



Engage with LegCo Members of the Business and Professionals Alliance for Hong Kong



Attend a networking event organized by an industry body



Attend the Hong Kong Trustees' Association Conference

Public Speaking Engagements

It is important to get our intended messages across to target audiences and in the public domain. To this end, we arranged our Chairman and senior executives to speak in around 50 public speaking engagements organized by various industry organizations and stakeholder groups on a wide range of topics covering the MPF System, work of MPFA and the eMPF Platform project. The target audiences covered scheme members, employers, human resources practitioners, industry practitioners, representatives of pension regulators around the globe, and many others. Over 9 000 participants joined these speaking occasions. These speaking engagements enabled us to tell the MPF stories well.



Managing Director delivers a speech on the major developments of the MPF System at an industry event



Executive Director (Policy) speaks at a retirement industry conference about MPFA's efforts in delivering better investment outcomes for scheme members



Chairman shares her visions with cohort members of the Financial Leaders Programme of the Hong Kong Academy of Finance



Director (Member Protection and Services) updates the developments of the eMPF Platform project at a district outreach activity



Director (Policy and Regulation) as a keynote speaker at the Financial Planning Conference 2023 sharing MPFA's work foci



General Counsel presents the objectives and the benefits of the eMPF Platform to human resources practitioners

Programmes for Specific Cohorts

Young Engagement Ambassadors Programme

MPFA launched the Young Engagement Ambassadors (YEA) Programme in late 2020 in response to the Government's initiative to create job opportunities for fresh graduates. The Programme is aimed at helping young people accumulate work experience and broaden their horizons, as well as nurturing talents for the MPF industry. Moving into the third year of the Programme, YEAs continued to fulfill its prime mission of reaching out to specific cohorts, including ethnic minorities, new arrivals, self-employed young people and the underprivileged in the community, through novel channels.

Over 60 events and activities were arranged under the YEA Programme in the year, including online and physical MPF talks, outreach activities, publication of advertorials and MPF enquiry counters. In addition, innovative initiatives were launched, such as outreach activities at Muslim Prayer Halls in 18 districts, quiz games co-organized with a non-governmental organization (NGO) for grassroots women, and enquiry counters at job fairs targeting members with different levels of disabilities or special educational needs, so as to promote tailor-made MPF messages to the target audiences.



MPF talk for grassroots women and new arrivals



Promote MPF messages to self-employed artisans and the general public in a handicraft market



Disseminate MPF messages to the ethnic minority at MPF enquiry counters



Personal account checking service for job seekers with special needs

Self-Employed Persons

As self-employed persons (SEPs) are cohorts with diverse backgrounds who cannot be easily reached via conventional channels, different engagement programmes were arranged for disseminating dedicated messages to SEPs. MPF promotion counters were arranged in handicraft markets in collaboration with an NGO to further deliver relevant MPF messages to self-employed artisans.

In addition, various outreach activities at handicraft markets and co-working spaces were organized to encourage young SEPs or new business start-ups to open SEP accounts and to start their planning for retirement protection early. A one-on-one “MPF Clinic” session co-organized with a co-working space was held for handling MPF enquiries raised by their self-employed tenants.



Remind stall holders in a flea market to make good use of MPF for retirement protection



Distribute MPF leaflets to young handicraft artisans at a Lunar New Year market

Workers in the Construction and Catering Industries

Recognizing the special features of Industry Schemes (see page 98) under the MPF System, MPFA organized dedicated initiatives targeting casual employees in the construction and catering sectors. A series of talks and outreach activities was arranged in collaboration with relevant labour unions and training institutions. These events aimed to improve the construction and catering workers' understanding of their rights under the Industry Schemes of the MPF System. Over 1 700 participants were reached through these activities.



Meet with construction workers and listen to their concerns about retirement protection



Visit a construction training centre run by a labour union for construction workers



Engage with female construction workers listening to their views on member protection issues



Set up an MPF enquiry counter in Tung Chung with the Hong Kong Federation of Trade Unions District Service Office



Meet with catering workers and distribute MPF souvenirs to them

District Outreach Activities

With a view to disseminating MPF messages at district level, MPFA has been maintaining close working relationship with various stakeholders in the community and district bodies. During the year, close to 30 district outreach activities were arranged in collaboration with various district bodies and members of the district to promote MPF messages to the public by organizing MPF enquiry counters, exchange sessions, quiz games, and other activities.



Distribute MPF educational leaflets with Sham Shui Po Branch of the Democratic Alliance for the Betterment and Progress of Hong Kong



District outreach activity in collaboration with MPFA Non-executive Director cum LegCo Member the Hon Bill Tang



Disseminate MPF and anti-scam messages to the public during a district outreach activity

Friends of MPF

In order to enhance the engagement with stakeholders, especially those who are keen to know more about MPF, continuous efforts have been made to invite people from different sectors to join our “Friends of MPF” network. Over the years, the number of participants continued to grow and there are now close to 13 500 “Friends of MPF”.

During the year, MPFA organized quiz games in relation to contents of the latest issues of “MPF Viewpoint” distributed to “Friends of MPF” every quarter with a view to engaging more closely with them.



A Facebook post inviting the public to join “Friends of MPF”

Talks for Employees, SEPs and Employers

During the year, MPFA organized talks in collaboration with various Government bureaux and departments, NGOs, labour unions and professional bodies for almost 5 000 employees, employers and SEPs of different sectors. The talks covered various topics, including employees’ rights, employers’ responsibilities, SEPs’ obligations, tips on avoiding non-compliance, the development of the eMPF Platform, MPF investment, and information on managing MPF.



Seminar on planning for retirement protection for the 50-plus age group



MPF talk for civil servants



Promote Industry Schemes to construction workers

Regular Communications with Stakeholders

In order to keep our stakeholders abreast of the latest developments of the MPF System and the education and publicity initiatives of MPFA, monthly MPF updates and quarterly “MPF Viewpoint”, a newsletter on topical MPF issues are disseminated to over 15 800 stakeholders, Friends of MPF and GMEA Awardees over the year. Push notifications on MPF updates have also been sent twice a month to over 200 000 users of e-Enquiry of Personal Account. Meanwhile, we have contributed thematic articles to various chambers of commerce and labour unions to share the latest MPF information to employers and employees through their networks.

International, Regional and National Engagement

International Organisation of Pension Supervisors

The International Organisation of Pension Supervisors (IOPS) is an international standard-setting body for pension regulatory and supervisory issues with the aim of improving the quality and effectiveness of the supervision of private pension systems. MPFA is a Governing Member of the IOPS and has been serving on its Executive Committee since 1 January 2020.

With 90 members and observers from 80 pension jurisdictions, the IOPS co-operates closely with other international organizations involved in policy development and research of private pensions, such as the Organisation for Economic Co-operation and Development (OECD), the World Bank and the International Association of Insurance Supervisors.

Over the past year, MPFA has been actively engaged in international exchanges to stay abreast of the latest international trends in private pension regulation and to promote the MPF regime of Hong Kong.

We were involved in drafting and reviewing IOPS working papers on pension regulation and supervision, including issues relating to sustainable investing, regulations for different types of pension investment and risk based supervision. MPFA’s senior executives were also invited to share the latest development of the MPF System, in particular, the eMPF Platform at IOPS events.

Our supervisory and regulatory work has been widely recognized in the private pension arena. At the IOPS Annual General Meeting in October 2023, MPFA was re-elected to the Executive Committee for a two-year term from 2024 to 2025. Moreover, Hong Kong is selected as the hosting city for the IOPS annual general meeting, its committee meetings as well as the IOPS/OECD Global Forum on Private Pensions in 2026.

Liaison with Pension Authorities in the Greater Bay Area

In an effort to actively dovetail with the development of the Guangdong-Hong Kong-Macao Greater Bay Area (Greater Bay Area), MPFA has fostered closer liaison with relevant pension authorities.

During the year, we engaged in dialogue with the Human Resources and Social Security Department of Guangdong Province, Administration of Social Insurance Fund of Guangdong, and Social Security Fund of Macao SAR to exchange on the latest developments in the pension space and share experience, with a view to contributing to better retirement protection for the working population in the Greater Bay Area.



Managing Director attends joint meetings organized by IOPS and OECD



Chief Operating Officer leads an MPFA delegation to the Roundtable on Insurance and Retirement Savings in Asia



Executive Director (Policy) speaks at the 2024 IOPS/OECD/CONSAR International Conference



Managing Director speaks at the 2023 IOPS/OECD Global Forum on Private Pensions



Chief Operating Officer as a speaker at an IOPS SupTech Workshop



Managing Director leads an MPFA delegation to attend a tripartite meeting with the Administration of Social Insurance Fund of Guangdong Province and the Social Security Fund of Macao SAR