



## **Consortium of Institutes on Family in the Asian Region**

### **Chairperson's Report (1 January 2014 – 31 December 2014)**

#### **Introduction**

The year 2014 is of significance to the development of the Consortium of Institutes on Family in the Asian Region (CIFA) as it actively participated in the celebration of the 20<sup>th</sup> Anniversary of the International Year of the Family (IYF) declared by the United Nations. Through the continuous endeavors and activities spearheaded by CIFA throughout the year, it is gaining momentum as the regional hub for networking with similar organizations/interested professionals with the mission of 'Converging Professional Wisdom For Family Well-Being' in Asia, and for the first time, getting endorsement and recognition from the United Nations, which helps to put CIFA beyond Asia into the global map.

#### **Corporate Governance**

Continuous efforts have been made to enhance the engagement of various sub-regions, i.e. China, Korea, Japan, Malaysia & Singapore and Taiwan through the networking of the respective Vice-Chairpersons, getting more organizations involved in the work of CIFA. With the staunch support and involvement of the Council members and the various committees and working groups, we have strengthened the liaison between Hong Kong and other regions to facilitate networking and collaboration.

On the financial front, the Council is pleased to have received funding support, especially that from the Wofoo Social Enterprises (WSE) to sponsor the Wofoo 3A Project 2014 and the production of the IYF Publication. Actions have been put in place in the latter part of the year by the Promotion & Fund Raising under the chairmanship of Mr. Lai Chi Tong, to plan for fund raising activities in the form of Walk for Family Well-being and the Charity Concert for Family Harmony in early 2015 to generate support in form of sponsorship and recognition for the work of CIFA. With prudent financial management and continued support from the community, CIFA is in a healthy financial position, resulting in a balance of about \$540,000 to be brought forward to the next year. The Hon. Treasurer will give you a detailed financial report for the year, together with that prepared by our Hon. Auditor.

#### **Membership**

As at 31 December 2014, there were 63 Full Members and 22 Associate Members, coming from 8 countries/regions in Asia.

A membership renewal exercise for year 2014 and 2015 has been launched, and some members are still

in the processing of arranging payment of outstanding membership fees and the Secretariat will take necessary follow up action to ensure that these are being made. Meanwhile, continuous efforts have been made to attract new members through the provision of benefits, including reduced registration fee for Regional Symposium, uploading information of agency activities onto the CIFA WEP and inclusion in the CIFA-NET and offering training activities according to the specific needs of the organizations.

## Activities Highlights

The following paragraphs will provide an overview of the work of CIFA in celebrating the 20<sup>th</sup> Anniversary of IYF, either in collaboration with other stakeholders or by CIFA itself, which demonstrates the steady growth of CIFA as a regional platform in Asia, and its efforts in gaining recognition in the international arena.

### Wofoo Asian Award for Advancing Family Well-being (Wofoo 3A Project) 2014

Building on the success of the 3A Project 2010 and 2012, the 3A project was launched at the end of 2103. This time, CIFA is pleased to receive Title Sponsorship from the Wofoo Social Enterprises, which has been the staunch supporter and sponsor of the 3A Project since its commencement in 2012. To echo the themes promulgated by the United Nations, namely Poverty in Family, Trans-generational Issues and Work Family Balance, a new award namely 'The Best IYF Project' was introduced.

The Wofoo 3A Project 2014 received a total of 39 entries from social service units of government and non-governmental organizations, as well as tertiary institute from various parts of the region. Having gone through the process of vetting these projects, 16 had been short-listed to enter into the second round. After the Interview Session held on 28 and 29 July 2014, 8 of the 16 shortlisted teams were chosen to enter into the Final Round Adjudication held on 14<sup>th</sup> November 2014 at the 4<sup>th</sup> CIFA Regional Symposium in Shanghai, China to compete for the Gold, Silver and Bronze, My Favorite Project Award and the Best IYF Project Award, followed by the Award Presentation Ceremony.



Group photo of Hong Kong delegation at the Hong Kong International Airport

These projects covered a wide variety of topics including mental illness child abuse, co-parenting counseling in divorced and separated families, online outreach approach to engage youth at risk, supportive service for "N-No" families, and life and death education etc. All the teams had put up a very good performance with carefully developed audio visual aids and power point presentations and at the same time demonstrating close team work. After a very keen competition, the Adjudication Panel finally selected the project on 'uTouch Cyber Youth Outreach Project' from The Hong Kong Federation of Youth Groups Media Counseling Centre to be the winner of the Gold Award and voted by participants at the session to receive the Award on 'My Favorite Project'. Besides, the project on "Family Preservation and Restoration: Family Intervention Services in Child Abuse" from Child Welfare League Foundation, R.O.C and the project on "Healthy Divorced Men Project" from the Hong Kong Family Welfare Society Tseung Kwan O Centre won the Silver and Bronze Awards respectively. Lastly, the project on "Walk with Love Family Supportive Project" from HKSCH Kowloon City Children & Youth Integrated Service Centre was awarded as the Best IYF Project.



Adjudication panel at the Final Round Adjudication

To sustain the momentum and synergy created so far, another opportunity for sharing will be provided in Hong Kong on 11 June, 2015 at the Chinese University of Hong Kong with sponsorship from the Family Council. Finalist teams, together with winning teams of 3A Project 2012, will present their projects and share how they have furthered their work with the families. Agency visits will be organized on 12 June 2015 to provide opportunities for participants to see services in action and to have direct dialogue with front line professionals. In doing this, the 3A Project is achieving its objectives of sharing of experience and practice wisdom, and once again echo the theme of "Aspiration for Sustainability, Innovation & Applicability".

I would like to thank the 3A Committee chaired by Agnes Ng and the adjudication panel, including Prof. Alfred Chan (HK), Ms. Virginia Chan (HK), Mr. Chan Whee Peng (Singapore), Prof. Kim Yeong Hee (Korea) and Dr. Shinichi Nakamura (Japan) for their hard work and advice in making the exercise a successful one.



Finalist team presenting their project at the Final Round Adjudication



Group photo of the finalist teams at the Award Presentation

## Family Summit 2014

To echo the call from the United Nations to celebrate the 20th Anniversary of IYF in 2014, CIFA has the honor to co-organize the Family Summit 2014 on the theme of "Thoughts for Families: From Shared Vision to Joint Actions", together with the Family Council, Social Welfare Department, and Hong Kong Council of Social Service, funded by the Family Council.

The Acting Chief Executive, Mrs. Carrie Lam was the Guest of Honor who delivered a keynote on "Reflection on Policy, Development and Practices for Families in Hong Kong". It was followed by 4 plenary sessions, covering a wide range of topics including Insights from Findings of Family Survey 2013 in Hong Kong, Family Impact Assessment Framework, Singapore experience in Building a Family Friendly Society and Cross Sector Efforts in Building a Family Friendly Society in Community Health, Food and Nutrition, Living and Environment, Travel and Leisure.



Group photo of representatives of co-organizer at the Opening Ceremony



Mrs. Carrie Lam, Acting Chief Executive delivering the keynote speech at the Opening Ceremony

8 concurrent sessions on various topics, including Financial Education for Families, Post-separation and Co-parenting, Family play and reading through community partnership, Parent Education in School Setting, What media can do in building family resilience, Adopting Positive Psychology, Cross Generational Solidarity and Positive Care-giving and Smart Use of IT in Facilitating Family Cohesion have been delivered, generating a lot of discussion and exchange. This is the first time that so many

disciplinarians/professionals gathered together to address issues facing families and it has attracted 450 participants from private companies, NGOs, Government, educational institution, professional bodies and Philanthropic Foundation, speakers, guests and helpers. Very positive feedback has been received from the participants who were particularly impressed by the innovation and creativity as well as the “think-out-of-the-box” approach adopted in the Summit. Moreover, participants attending the Summit were pleased to receive a copy of the set of Commemorative Stamps produced by the Hong Kong Post, upon the request of the Family Council, to celebrate the 20<sup>th</sup> Anniversary of the IYF with the Official First Day issued on 15.5.2014, the International Day of Families.



### **The 4<sup>th</sup> CIFA Regional Symposium in Shanghai (13 – 15 November, 2014)**

The 4th Regional Symposium with the theme of “Visioning the Future of Families: Policy & Practice” was successfully held from 13<sup>th</sup> to 15<sup>th</sup> November in Shanghai, China in collaboration with the School of Social and Public Administration, and Research Centre for Social Work and Social Management of the East China University of Science and Technology (ECUST).

It attracted about 300 participants from 11 countries, most of whom came from the Asian Region. The Symposium received full support from the Shanghai administration, and honored by the presence of Mr. Endi Zhang, Vice Chairman of Shanghai People's Political Consultative Conference of Shanghai as the Guest of Honor at the Opening Ceremony. Participants were impressed by his understanding of the family issues and the administration’s commitment to preserve the family as the foundation of a stable and harmonious society.



Mr. Endi Zhang delivering his message at the Opening Ceremony



Group photo of CIFA Council members and Prof. Daniel Shek, keynote speaker of the Symposium

The Scientific Program was full and of high standard with four keynote speakers from China, Hong Kong and the United States on various topics including "The Transitions and Trend of Family Policy in Contemporary China", "Family and Adolescent Development: What Can We Learn from Chinese Research?", "Family Centered Care for Chinese Families of Children with Attention Deficit Hyperactivity Disorder in Hong Kong" and "Social-Emotional Development, Academic Achievement, and Life Course Outcomes: Promoting Social Development through the Let's Be Friends Program".

Over 50 academics, researchers, policy makers and practitioners presented papers on various topics, including those on Poverty in Family, Trans-Generational Issues and Work Family Balance at plenary sessions to echo the themes promulgated by the United Nations, as well as oral presentations at concurrent sessions and poster presentations. The Scientific Program has stimulated much discussion and sharing with positive feedback from participants. 4 Pre- and Post-Symposium Workshops conducted by experienced trainers and agency visits were fully enrolled with participants finding these informative and useful.

Apart from the Scientific Program, the participants had ample opportunities to network and exchange during the tea breaks, lunches, Welcome Reception and the Gala Dinner when participants enjoyed delicious food and wonderful performance by the participants of the Symposium. The climax of the evening was the Award Presentation Ceremony of the Wofoo 3A Project 2014 which was exciting and filled with joy and applause.



Participants' wonderful performance at the Gala Dinner

## **The 5<sup>th</sup> Regional Symposium in 2016**

At the well attended closing ceremony of the 4<sup>th</sup> Regional Symposium, an announcement was made that the 5th Regional Symposium will be held in Korea. Prof. Yoon Gyung Ja presented a very attractive video on Korea and invited all to join the 5th Regional Symposium to be held in Seoul, Korea in 2016.

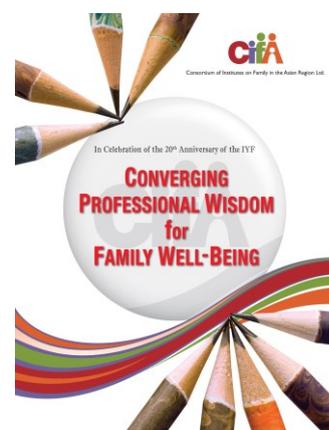
Taking the opportunity of Prof. Kim's stay in Hong Kong as a visiting professor at the Chinese University of Hong Kong, preliminary discussion was already underway to plan for the next Regional Symposium. Issues such as the formation of the Organizing Committee and the Scientific Committee, the time line for the various tasks, such as the setting up of the website for the formal announcement of the

symposium, the drawing up of the scientific programs, the accommodation arrangements etc. have been raised and follow up actions on these will be made by Prof. Kim upon her return to Korea.

As a normal practice for the preparation of Regional Symposiums, a visit will be arranged, tentatively in late October 2015, for Council members to visit Korea to meet the concerned parties, see the venue for the Symposium as well as the hotel accommodation for participants etc. The Secretariat will extend invitation with further details to Council members, and arrangements will be made for those interested to join the visit in due course.

## IYF Publication

In celebration of the 20<sup>th</sup> Anniversary of IYF, we have taken the opportunity to share our experience in developing CIFA with the rest of the world through the IYF publication on 'Converging Professional Wisdom for Family Well-Being', in which we give an overview of this regional platform, its philosophy, formation, development, major activities, challenges and achievements. Apart from show-casing our work, sharing the struggles and fulfillment by those involved in the development of CIFA, we also aim to appeal for more support, participation and collaboration to promote family well-being in Asia and at the international arena.



With the hard work of the Editorial Group, especially that of Ms Tabitha Ho, and the contribution by all who have generously shared their thoughts and experience in witnessing the growth of CIFA, the publication was produced, with sponsorship from the Wofoo Social Enterprise, to tie in with the 4<sup>th</sup> Regional Symposium when it was officially launched. Apart from distributing the publication widely among member organizations, supporter/sponsors, and various stakeholders in the Asian region, a copy, together with the CIFA information folder (including leaflets, 3A Project Brochures, Charity Concert Brochures and CIFA-NET) has been submitted to the United Nations. We are most encouraged by the response from the United Nations when Mrs. Reneta Kaczmarck, Social Affairs Officer of the Focal Point on the Family of the United Nations, Division for Social Policy & Development, Department of Economic & Social Affairs wrote:

"I would like to thank you very much for the publication you sent us on Converging Professional Wisdom for Family Well-Being and information on your activities and awards. These are very valuable initiatives in the celebration of the 20<sup>th</sup> anniversary of the IYF. Thank you very much for your support.

I took the liberty of adding your contact to my mailing list so that you can receive information on our activities.

Please keep me informed about your activities. Perhaps I could participate in one of your regional events in the future."

This recognition from the United Nations is of vital importance to us as it puts CIFA on the international arena. It also opens up the dialogue with the UN and opportunities of inviting officials from UN to participate in our future activities. We are planning to extend the invitation to Mrs. Kaczmarska for the 5<sup>th</sup> Regional Symposium to be held in Korea in 2016.

## **CIFA-NET**

I would like to thank Dr. Miranda Chung and Dr. Herman Lo of the Editorial Group of CIFA-NET who have been working very hard on the production of quarterly issues of the CIFA newsletter in the year. In these issues, the CIFA-NET announces the upcoming events, captures the highlights of the significant activities and reports on progress such as the 4<sup>th</sup> Regional Symposium, Wofoo 3A Project 2014 and the Family Summit etc. It also contains feature articles or papers written/presented by academia, government officials, social workers of member organizations.

The Editorial Group would like to appeal to all those who share the mission of CIFA to get involved and contribute to CIFA-NET to make it a truly regional platform for sharing and stimulation on family work in the cultural context of Asia.

## **Conclusion**

To sum up, CIFA has witnessed significant development in 2014 thanks to the unfailing efforts and support of the members of the Council, Committees and Working Groups. We have not only sustained the momentum which we have built over the years, but taken a great leap forward from Asia into the international arena. We are thankful to all the stakeholders in various sectors for sharing our dream and rendering growing support and recognition to our work. I am sure with commitment and concerted efforts, this regional platform will be able to demonstrate to other parts of the world our vision and mission in building a more harmonious, stable and sustainable society, which will benefit all.

I appeal to you all for your continuous support, advice and encouragement so that we can march forward into another successful year in 2015 and take steps to fulfill our pledges as highlighted in the ITF publication!

Patricia CHU (Mrs.)  
Chairperson

Presented at the CIFA AGM on 8th May, 2015