



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

### **Chairperson's Report (1 January 2013 – 31 December 2013)**

#### **Introduction**

The period covered by this Report marks the 5<sup>th</sup> Anniversary of CIFA, which was incorporated in 2008 as a non-profit making organization, when we witnessed significant development in the work of CIFA as the regional platform for networking with similar organizations/interested professionals in Asia. It has, over the past 5 years, continued to achieve the mission of 'Converging Professional Wisdom For Family Well-Being' through various activities, and gradually gained more recognition and support from various sectors, laying a solid foundation for further development.

#### **Corporate Governance**

To enhance the engagement of various sub-regions, the CIFA Council has decided to have 5 vice-chairpersons, each responsible for China, Korea, Japan, Malaysia & Singapore and Taiwan. 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 collaboration in various areas of work.

On the financial front, the Council is pleased to have received funding support, especially that from the Wofoo Social Enterprises (WSE) to sponsor the 3A Project and the Family Council, HKSAR to sponsor the Exchange Program. Moreover, with prudent financial management and continued support from the community through the various fund raising activities, CIFA is in a healthy financial position, resulting in a balance of almost \$600,000 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 2013, there were 58 Full Members and 21 Associate Members, coming from 8 countries/regions in Asia.

The membership renewal exercise for year 2014 and 2015 was launched at the end of the period. Meanwhile, continuous efforts have been made such as provision of benefits, including reduced registration fee for Regional Symposium, and uploading information of agency activities onto the CIFA WEP and inclusion in the CIFA-NET to attract more members.

## Activities Highlights in Celebration of 5th Anniversary of CIFA

To commemorate the significant milestone in the development of CIFA, a series of activities had been organized during the year to celebrate its 5<sup>th</sup> Anniversary. We are particularly thankful and honored to have Council members coming all the way from China, Korea, Japan, Singapore and Taiwan to join the celebration.

### Charity Concert on Family Harmony 2013 on 24.6.2013

The Charity Concert on Family Harmony jointly organized by CIFA and the Academy of Family Therapy (AFT) and presented by SAR Philharmonic Orchestra was successfully held on 24 June 2013 at the Concert Hall, Hong Kong Cultural Centre. It was officiated by Prof. SHEK Tan-lei, Daniel, Chairman of the Family Council and attended by over 1000 sponsors, government officials, Council members and supporters of CIFA and AFT. Apart from the SAR Philharmonic Orchestra, we were also honored to have American pianist Dr. Uriel Tsachor, local lyrical leggero soprano Dr. Michelle Tsui and local tenor Dr. David Fang as our guest performers at the concert. Around \$400,000 had been raised to be shared between CIFA and AFT after deduction of expenses incurred in organizing the concert. The Joint Working Group on the Charity Concert wishes to extend their appreciation to all donors, members and volunteers for their effort and generous support in making this event a success.



Duet by Dr. Michelle Tsui and Dr. David Fang.



Piano concerto by Dr. Uriel Tsachor.

### Sharing Session on 3A Project 2012 on 25.6.2013

The Sharing Session on 3A Project was one of the activities of the Exchange Program sponsored the Family Council. It was held on 25 June 2013 at the Chinese University of Hong Kong (CUHK) with the Family Council and CUHK as the co-organizers.

We were honored to have Prof. Daniel Shek, Chairman of the Family Council, as the officiating guest of the Opening Ceremony. Dr. Joseph Lee, President of Wofoo Social Enterprises, the key sponsor of 3A Project in 2010 and 2012, also addressed the audience, giving recognition and encouragement to CIFA to bring 3A Project to a higher level in the coming years. The ceremony was also attended by government officials from the Home Affairs Bureau, the Social Welfare Department, the adjudicators of the 3A Project, local and overseas CIFA Council members.



Group photo of officiating guests, sponsors and co-organizers, and Council members



Souvenir presentation to sponsors and co-organizers

Around 160 participants from various quarters attended the Sharing Session when 6 of the 2012 teams presented their projects and the three 2010 award winning teams reported on the progress made in the past two years. The presentations were followed by Open Forums, generating a lot of discussion and reflections among the participants.

The Workshop on the Korean project "Smart, Smile, Sharing Eating Movement (3SEM Project)" which was one of the outstanding projects of 2010, was conducted by Prof. Kim Yeong-Hee of the Chungbuk National University of Korea. She shared the experience and insights in the development of the concept, implementation strategies, methodology, operational model and details in the project with live demonstration. This had stimulated much interest among the participants and various organizations have already indicated interest to be get involved if the experience is to be replicated in Hong Kong in the future.



Project presentation



Live demonstration involving participants

In addition, pull-up banners on introduction of CIFA and 3A Project and Synopsis of the 8 finalist teams of 3A Project 2012, and award winning teams of 3A Project 2010, the 3SEM project were produced and displayed during the Sharing Session. Participants found the presentations attractive and informative. These banners will be displayed in other CIFA and related activities to further share information, knowledge and good practice in promoting family well-being. 3A Brochure and DVD were distributed during the Sharing Session.



Display of pull-up banners



3A Project 2012 Brochure and DVD

### **Visit to Family Council & Social Welfare Department on 26.6.2013**

As part of the Exchange Program sponsored by Family Council, a visit led by Mrs. Patricia Chu, chairperson and 10 overseas and local CIFA Council members was paid to the Family Council and Social Welfare Department in the morning of 26 June 2013 with the view to establish closer link with key government bodies involved in family policy and related work for the well-being of families through exchange and sharing; and to have a better understanding of family policies and service development in Hong Kong, as well as to explore possibilities for further collaboration in the future.

During the visit to the Family Council, Prof. Daniel SHEK and Ms. Aubrey FUNG delivered a very comprehensive powerpoint presentation on the TOR, structure, and work of the Family Council, as well as the strategies adopted to advocate the role of the family as a main driver for social harmony, foster pro-family environment, conduct researches and family education. They also highlighted the family policy in HK- its objectives, measures and initiatives including the introduction of mandatory assessment of Family Implications on all policy submissions, and encouraging heads of Bureaux to consult the FC on new policies which carry family implications.

Prof. SHEK was very impressed with the setting up of CIFA with the mission of "Converging Professional Wisdom For Family Well-being". He threw new insight into the design of the leaflet, with color pencils converging at the centre point, depicting two elements of "returning to basic", i.e. family well-being and "documentation with writing and painting on research and related work" to achieve the objectives of CIFA. He also pledged support and collaboration in the future, especially in the area of research, providing the platform for sharing and exchange, and also in the celebration of the 20<sup>th</sup> Anniversary of the International Year of the Family (IYF) declared by the United Nations.

During the visit to SWD, Mrs. Anna MAK and her staff gave a very clear presentation on the policies and practices for families and how the department train and equip its staff to deliver services to families. SWD sees CIFA as a collaborator on knowledge management, sharing of practice wisdom, pledging contributions by sending staff to attend and speak at Symposiums, and/or to sponsor such activities, as well as to network with the academia and professionals in other Asian countries through the CIFA platform.



Group photo at Central Government Office, visit to Family Council



Group photo at Social Welfare Department

All those involved found the visits to be fruitful in fulfilling its purposes, and provided a very good opportunity to strengthen the linkage between concerned parties and provided a platform to explore possibilities for future collaboration, especially in the run up to 2014, the 20<sup>th</sup> Anniversary of the International Year of the Family. It also laid a good foundation for future cooperation.

### **Agency Visit to TWGHs & IFSC of SWD on 26.6.2013**

The Agency Visit was part of the Exchange Program with the objectives to provide opportunity for direct dialogue between participants and front line professionals through agency visits; and to enhance the network building among agencies in promoting family well-being.

The visit was led by Ms. Anna LUI and Mr. Ivan TAM on 26 June 2013 with 26 social workers in middle management and direct services from member organizations of CIFA, mainly from Mainland China, Taiwan and Singapore. They visited Tung Wah Group of Hospitals Wong Chuk Hang Complex and Aberdeen Integrated Family Service Centre of the Social Welfare Department. The visit was specially designed to cover a variety of services serving different target groups in the family, including residential care for the elderly, integrated community centre for mental illness and integrated family service operated by a well established NGO and the Social Welfare Department in Hong Kong. All the participants found the visit informative and useful, providing an excellent opportunity to see services in action, and to exchange knowledge and experience with front line staff.



Visit to TWGHs Wong Chuk Hang Complex



Visit to SWD Aberdeen Integrated Family Service Centre

### **CIFA Council Retreat held on 27.6.2013**

Taking the opportunity of celebrating the 5<sup>th</sup> Anniversary of CIFA while many overseas Council members were gathered in Hong Kong, a Council Retreat was organized to review the progress made by CIFA in the past five years and to map out strategies for the future development in the years to come. The Retreat was conducted at the Multi-Purpose Room of the Hong Kong Anti-Cancer Society (which is a full member of CIFA) at its Nam Long Shan complex where a comfortable venue / facilities and services, including tea and lunch could be arranged at reasonable price.

Dr. Horace Yuen, the General Manager of Hong Kong IEC Ltd. which owns the AsiaWorld Expo in the Chap Lap Kok International Airport of Hong Kong, and an ex-civil service in management consultancy, was invited to serve as the co-facilitator of the Retreat on a pro-bono basis, together with Mrs. Patricia Chu, the Chairperson of CIFA.

The Retreat was attended by 15 Council members with the CIFA secretariat providing the administrative support. The program rundown of the Retreat was as following:-

- a) Introduction of Objectives of the Retreat (Patricia Chu)
- b) Introduction of Facilitators and Framework/Methodology (Patricia Chu & Horace Yuen)
- c) The CIFA Story (Patricia Chu)
- d) The AsiaWorld Expo Story (Horace Yuen)
- e) Break up session – Forming 4 teams each with a team leader/reporter
- f) Round up Session (Patricia Chu).

Council members found the presentation on the CIFA Story a very good revision on the background leading to the setting up of CIFA in 2008, the organizational structure, the vision/goals of CIFA as a regional platform, and an updated position regarding membership. It also highlighted the strengths in terms of expertise, experience, branding (reputation), connections, clear target groups and resources possessed by CIFA to-date.

The presentation on AisaWorld Expo Story focusing on the strengths/resources possessed and to be acquired in terms of quick-win, buy-in, add-in and next dream was very informative and stimulating, citing concrete examples and possibilities. These provided a good ground to facilitate the small group discussions during the break up session.



Dr. Horace Yuen presenting the AsiaWorld Expo story



Council members participated actively in the discussion

Council members divided randomly into 4 teams with a specific theme participated actively in the discussion and came up with recommendations for further deliberation by the Council in the coming meetings.

A special vote of thanks goes to Dr. Horace Yuen for taking his time and effort in advising on the framework and methodology adopted in the Retreat and sharing the story of AsiaWorld Expo to stimulate the discussion during the Retreat. The chairperson would also like to show appreciation to all the Council members who have attended the Retreat and participating actively and seriously on this important exercise in mapping out the strategy for CIFA. Last but not the least, a big thank to the staff of HKACS for providing all the logistic support to make the event possible and a success.

### **Anniversary Dinner on 27.6.2013**

To celebrate the 5<sup>th</sup> Anniversary of CIFA, local and overseas members, sponsors and strategic partners were invited to the Anniversary Dinner held at the Gloucester Luk Kwok Hotel on 27 June, 2013. We were honored to have Mrs. Anna Mak, Deputy Director (Services) of the Social Welfare Department to be our Guest of Honor.

68 guests including staff from CIFA member agencies, Wofoo Social Enterprises, Council members and Honorary Auditor, government officials from the Family Council and Social Welfare Department attended the Anniversary Dinner. The dinner was kicked off by a slide show displaying photos of the activities CIFA held in 2013. After that, Mrs. Anna Mak delivered a speech giving much recognition and encouragement to the work of CIFA. She also looked forward to closer collaboration between CIFA and the Department. During the dinner, overseas Council Members were invited to give short speeches to share their views on being members of CIFA, followed by a quiz on the history of CIFA and a lucky draw.

The Anniversary Dinner gave an opportunity of local and overseas CIFA members, sponsors and government officials to share their views on approaches and policies regarding family well-being and enjoy good food and company at the same time.



Group photo of Mr. Edwin Chiu (Hon. Auditor), Ms. Agnes Ng, Mrs. Patricia Chu, government officials from FC & SWD and Dr. Joseph Lee (WSE, key sponsor of 3A Project)



Lucky draw



Group photo of local and overseas members

### **CIFA-NET**

The CIFA Council has decided to revamp its newsletter and to launch “CIFA-NET” with a view to turn it into a professional journal in the long run. The Council is grateful to Dr. Miranda Chung and Dr. Herman Lo who have kindly taken up the tremendous task of the Editorial Group. CIFA-NET has been issued on a quarterly basis, with the Inaugural Issue (covering April to June) released in June, both in printed and electronic version.

Appeal is made to all those who share the mission of CIFA in “Converging Professional Wisdom For Family Well-being” 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.

### **4<sup>th</sup> Regional Symposium in 2014**

With a view to identify a co-organizer for the 4<sup>th</sup> Regional symposium, four CIFA Council members led by Mrs. Patricia CHU, the Chairperson visited the East China University of Science & Technology (ECUST) in Shanghai from 15 to 17 September 2013 to explore the possibility and to discuss the preparation of the 4<sup>th</sup> CIFA Regional Symposium 2014. Prof. Xu Yong Xiang, Prof. He Xue Song and their colleagues from the School of Social & Public Administration, Centre for Social Work Research and Department of Social Work extended a warm welcome to the visiting team. Everyone found the visit to be very fruitful and confirmed the following for the 4th Regional Symposium:

Theme: Visioning the Future of Family: Policy and Practice

Subthemes: Poverty in Family, Trans-generational Issues and Work Family Balance (to echo that promulgated by the United Nations)

Dates: 13<sup>th</sup> to 15<sup>th</sup> November 2014

Venue: ECUST, Shanghai

Co-organizers: CIFA; School of Social & Public Administration and Centre For Social Work Research, ECUST

Supporting Organization: Department of Social Work, ECUST

Co-chairpersons of Organizing Committee: Prof Xu Yong Xiang & Mrs. Patricia Chu

Co-chairpersons of Scientific Committee: Prof. He Xue Song, Prof. Fan Bin & Dr. Miranda Chung

Taking the opportunity, the team also visited the Shanghai Social Worker Agency for Public Affairs, an NGO providing innovative and community based services for disadvantaged groups, including retired soldiers and workers from other provinces of China. The team also spent an interesting and interactive morning with over 20 MSW students, introducing the mission and work of CIFA and sharing of experiences in family work and the development of the social work profession in Hong Kong and China.

Following the visit, preparatory work started with concerned parties involved to invite members of OC and SC, identify keynote and plenary speakers, draw up guidelines for submission of abstracts, working out the budget and setting registration fees as well as developing a website for the Symposium. We all look forward to an exciting and fruitful gathering in November 2014.

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

Building on the success of the 3A Project 2010 and 2012, CIFA is pleased that Wofoo Social Enterprises (WSE) has become the Title Sponsor of the 3A Project.

After a lot of efforts by the 3A Committee in preparing for the Wofoo 3A Project 2014, it was launched on 15 November, 2013 at Tsan Yuk Hospital with Ms. Virginia Chan, JP, Chairman of Steering Committee, Wofoo Community Service Network, representing the title sponsor. We were also thankful to the representatives from Heep Hong Society (Silver Award winner, 3A Project 2012) and Tung Wah Groups of Hospitals (Bronze Award winner, 3A Project 2012) to share their experience with those attending the session.

The Wofoo 3A Project 2014 has received very encouraging response, with a total submission of 39 projects from 6 countries/regions. Having gone through the challenging process of vetting these projects, 16 outstanding projects have ultimately been shortlisted for second round competition. The 2<sup>nd</sup> Round Adjudication Interviews will be held on 28-29 August, 2014 and the Final Round Adjudication will take place on 14 November, 2014 at the 4<sup>th</sup> Regional Symposium at East China University of Science and Technology at Shanghai to be followed by an Award Presentation Ceremony.

## Regional programs

### **International Conference and Workshops on the Rights of Children and Innovative Family Services**

With CIFA as a supporting organization, the Conference and Workshops on the Rights of Children and Innovative Family Services was organized by the National Taiwan University and Family Research Centre, (a CIFA member organization) was organized to celebrate CIFA's 5<sup>th</sup> Anniversary from 20 to 22 Nov, 2013 in Taiwan. It was officiated by the the President of the National Taiwan University, Dr. Pan-Chyr Yang together with CIFA Vice Chairperson (Taiwan), Prof. Joyce Yen Feng, Minister without Portfolio at the opening ceremony. Prof. Jaap E. Doek, Consultant for UNICEF country offices in Azerbaijan, Kazakhstan, Nepal and Suriname was invited to give the keynote speech on "Convention on the Rights of the Child". The papers presented at the conference covering research reports and innovative projects on promoting family works were very informative, innovative and stimulating. Ms. Agnes Ng, the Honorary Secretary of CIFA, also presented a paper titled "Nurturing Young Children of High-Potential through Early Identification and Parenting Work with Low Income Families". The Conference was very well received and attracted over 200 participants from the Asian Region.

A two-day agency visit was also arranged by the organizer for 26 social workers from China. This visit was well organized and the participants valued this opportunity of learning and exchange. This has demonstrated the spirit of creating platform for professional exchange as upheld by CIFA.



Group photo of speakers and participants



Photo of speakers and guests

### **2013 Cross-Strait Four-District Forum on Anti-Family Violence**

The Forum co-organized by the Department of Sociology, Shenzhen University (a CIFA member), Shenzhen Pengxing Social Work Service Society and Pengxing Anti-Family Violence Center and the Shenzhen Research Association of Marriage and Family, and supported by CIFA, was held from 23 to 24 November, 2013 at Shenzhen, China. To show staunch support from CIFA, the Chairperson, Mrs. Patricia Chu, and three Council Members from Hong Kong, including Ms. Agnes Ng, Dr. Miranda Chung and Ms. Margaret Wong also attended the Forum. Mrs. Patricia Chu delivered a speech at the Opening Ceremony of the Forum. Moreover, two papers titled "Reciprocal Interactional Analysis of Child Abuse: Implications for Intervention and Prevention" and "Prevention and Intervention of Domestic Violence – a Hong Kong Experience" were presented by Dr. Miranda Chung and Ms. Margaret Wong respectively.

The conference presentations were enlightening and informative. The participants were keen in learning and sharing. Ms. Agnes Ng also took the opportunity to introduce the work of CIFA and many participants expressed their appreciation and interest to join CIFA.



Mrs. Chu delivering the opening speech



Participants at the Forum



Group photo of organizers, speakers and participants

Indeed, the Forum had strengthened the professional exchange on family practices and cooperation among CIFA member organizations.

### **Celebration of 20<sup>th</sup> Anniversary of International Year of the Family (IYF)**

2014 has been declared by the United Nations as the 20<sup>th</sup> Anniversary of the International Year of the Family (IYF), It offers an opportunity for reflection and refocusing on family policy formulation and share good practices. CIFA, together with concerned stakeholders, plans to echo the call of the United Nations to celebrate this important milestone with the rest of the world, and also adopting the three themes namely Confronting Family Poverty and Social Exclusion; Ensuring Work-Family Balance and Advancing Social Integration and Intergenerational Solidarity. Initial discussions have been made with the Family Council, Social Welfare Department and the Hong Kong Council of Social Service during the latter part of the period to work out details of a Family Summit to be held on 15 May 2014.

Themes promulgated by the United Nations have been adopted as the themes for the 2014 Wofoo 3A Project and the 4<sup>th</sup> Regional Symposium as report above. CIFA has also decided to publish the IYF Publication with sponsorship from WSE. Preparatory work is underway with the aim to publish it in

November 2014 to tie in with the 4<sup>th</sup> Regional Symposium. Copies will be widely distributed in the region and also forwarded to the United Nations to share the work of CIFA.

## **Conclusion**

To sum up, CIFA has witnessed significant development in 2013, thanks to the unfailing efforts and support of the members of the Council, Committees and Working Groups. We are thankful to all the stakeholders in various sectors for sharing our dream and rendering growing support and recognition to our work in Converging Professional Wisdom For Family Well-being. I am sure with commitment and concerted efforts, we can make best use of this regional platform to build a more harmonious, stable and sustainable development of the Asian Region, which will benefit all.

I look upon your continuous support, advice and encouragement so that we can march forward into another successful year in 2014!

Patricia CHU (Mrs.)  
Chairperson

Presented at the CIFA AGM on 25th April, 2014