

3.10.2011 (Monday)

To Editors of Local News, Education and Organization sections,

## **Consortium of Institutes on Family in the Asian Region (CIFA)**

### **2012 Asian Award for Advancing Family Well-being (3A Project) Aspiration for Sustainability, Innovation and Applicability(ASIA)**

A Launching Ceremony on 2012 Asian Award for Advancing Family Well-being (3A Project) was organized by CIFA today.

Mrs. Patricia Chu, Chairperson of CIFA and Associate Director of Hong Kong University Family Institute, Ms. Agnes Ng, Convenor of the Working Group on 3A Project, and Ms. Amy Leung Oi Mui, the Vice-chairman of the Family, Community and Youth Committee of Wofoo Social Enterprises,(WSE), the key sponsor for the project, announced the launching of the 2012 3A Project and encouraged organizations to join this regional competition.

Mrs. Chu reported that the first Asian Award for Advancing Family Well-Being was launched in February 2010 to give recognition to outstanding and innovative projects to advance family well-being in the region, with the theme of Aspiration for Sustainability, Innovation and Applicability (ASIA). It attracted a total of 27 entries from 6 countries covering a wide variety of topics. The final round adjudication and award presentation took place during the 2<sup>nd</sup> CIFA Regional Symposium at the University of Tokyo in Japan on 27<sup>th</sup> November 2010.

With the sponsorship from the Family Council of the HKSAR Government, a sharing session was subsequently held in Hong Kong when all the 8 finalist teams shared their knowledge, experience and good practice in advancing family well-being, Mrs. Chu was pleased to inform that the 3A Project 2010 was successful with very positive and encouraging feedback from all quarters. A DVD has been produced to capture the highlights of the 3A Project 2010 and was released during the Ceremony.

Representatives from the Hong Kong Family Welfare Society, the Gold Award winner of 3A Project 2010 shared their experience in participating in the competition, and how their efforts in advancing family well-being was taken further upon winning the award. They encouraged organizations working with families to get involved in the project which had demonstrated to be an exciting and fruitful experience.

To sustain the momentum of sharing and the spirit of ASIA, the second 3A Project is launched again to honor outstanding innovations to promote family health and improve the quality of family life in the region. The same slogan of ASIA will be adopted with themes and selection criteria to provide reference for participating organizations. Based on the experience gained in 2010, longer lead time will be allowed for organizations to submit their entries and prepare for the different rounds of adjudication.

The 8 teams entering into the final adjudication will be subsidized to attend the 3rd CIFA Regional Symposium to be held at the National University of Singapore in December 2012. Apart from the gold, silver bronze and 5 outstanding awards, a new award, namely ‘My Favorite Project’ is introduced, to be voted on spot by participants attending the final adjudication session on 12.12.2012.

Ms. Agnes Ng reiterated that the aims of the 3A Project 2012 is to provide an opportunity to encourage sharing of valuable experience which can be applied to develop family work in the Asian region to reflect the mission of CIFA in “Converging Professional Wisdom for Family Well-being”. She believed that through active participation and recognition given to outstanding and innovative work, the momentum gathered in the 3A Project 2010 will be sustained and further developed in different countries, ultimately contributing to the sustainable development of family well-being and strengthening of family functioning in the whole of Asia.

Ms Amy Leung shared that the Wofoo Social Enterprises, founded by Joseph Lee, was honored to be the key sponsor for the 3A Project again in 2012. This enables WSE to continue its mission to promote family well-being and harmony of society through encouraging collaboration among different groups and developing strategic partnerships with different sectors. WSE believed that the 3A Project 2012 will provide another golden opportunity for professionals and social service agencies in different regions in Asia to exchange their knowledge and experience of working with families, and achieve synergy in mobilizing resources for social harmony and wellbeing.

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## 2012 亞洲傑出家庭工作計劃 (3A) 追求創新、應用實踐、持續發展

簡報會由聯盟主席及香港大學家庭研究院副總監朱楊珀瑜女士，3A 計劃籌備小組召集人吳國棟女士，及 3A 贊助機構和富社會企業，家庭、社區及青年發展委員會副主席梁愛梅小姐主持，介紹「亞洲傑出家庭工作計劃 2012」之詳情。

朱太透露亞洲區家庭研究聯盟 (CIFA)首次於 2010 年在亞洲區推行 3A 計劃，以嘉許能夠引發具創意的家庭工作的手法或模式達致倡導、提昇或改善亞洲家庭生活質素及功能。以「追求創新、應用實踐、持續發展」為口號，共吸引了 6 個地區共 27 隊隊伍參賽。決賽及頒獎典禮在 2010 年 11 月 27 日在日本東京大學舉行的第二屆亞洲區家庭研究聯盟研討會進行。聯盟更得到香港特區政府的家庭議會贊助，邀請八強的代表其後參加在香港舉行的分享會，分享各個計劃的理念、實踐手法及模式，從而鼓勵智慧及經驗的交流。3A 計劃 2010 得到的讚賞，確認了此計劃的成功。得獎隊伍的參賽項目亦已被錄製成 DVD 以作參考，於簡報會上派發。

吳女士代表大會，介紹第二屆 3A 計劃正式展開的詳情，並強調為了延續「追求創新、應用實踐、持續發展」的精神，3A 計劃會繼續倡導家庭健康及提升家庭生活質素，並提供一個平台予亞洲區內的組織交流，拓展家庭工作的理念、模式、手法及成效。各決賽參賽隊伍將會獲得大會資助出席在新加坡國立大學舉行的亞洲區家庭研究聯盟第三屆研討會並參加決賽及頒獎典禮。除金、銀、銅及 5 個優異獎外，大會更加設一新獎項--「我最喜愛的計劃」-- 將會由當日出席的人士投票產生。

梁女士代表由李宗德太平紳士成立的和富社會企業出席簡報會，對於再一次成為 3A 計劃 2012 的主要贊助機構覺得十分榮幸。和富社會企業十分認同健康家庭是社會和諧安定的根源，促進家庭健康是社會是一個重要項目。因此，和富社會企業希望通過贊助 3A 計劃，鼓勵亞洲區不同單位 / 地域分享交流一些創新及可持續發展的家庭服務項目，讓寶貴的經驗及知識幫助其他單位更有效進行家庭服務的工作。

上屆金獎得主，香港家庭福利會代表於簡介會上分享他們的經驗，及呼籲各有關機構積極參與這項有意義的活動。

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