



Consortium of Institutes on Family in the Asian Region

Chairperson's Report (1 January 2011 – 31 December 2011)

Introduction

The Consortium of Institutes on Family in the Asian Region (CIFA), incorporated in 2008, is an independent non-profit making organization with the aim to serve as the regional hub for networking with similar organizations/interested professionals with the mission of 'Converging Professional Wisdom For Family Well-Being'. Its goal is to strengthen family functioning and promote family health in the region while contributing to the body of knowledge in relationship science in the international arena.

With the enthusiastic support from various quarters, we have witnessed significant development in the work of CIFA, which continued to serve as the platform for sharing and networking in the Asian region in achieving its mission. I am glad to report that CIFA is gradually gaining more recognition from various sectors in the region and laying a solid foundation for further development. This Annual Report is going to highlight the achievements that CIFA has made in 2011.

Corporate Governance

Following the election of the Council members for the term 2011 and 2012 during the Annual General Meeting held on 28 April 2011, and the appointment of co-opted members as endorsed by the Council, this decision making body which exercises all the powers conferred by the Memorandum & Articles of Association (MAA) has been busily engaged during the year. I am honored to continue to serve as the Chairperson of the Council, with four Vice Chairpersons to coordinate the work with various sub-regions, in order to strengthen the liaison between Hong Kong and other regions. We have also invited four Council members in Hong Kong to serve as liaison persons to maintain dialogue with the Vice-chairpersons and to facilitate our overseas cooperation.



Group photo taken after AGM 2011

Ms. Agnes Ng and Mr. Lai Chi Tong have continued to serve as the Hon. Secretary and Hon Treasurer to provide all the necessary support to the Council to ensure that the business of CIFA are conducted smoothly. In addition, we are very grateful to Ms. Elsie Leung who continues to be our Hon. Advisor; Ms. Ivy Tong as our Hon. Legal Advisor, and Mr. Edwin Chiu of T.C. NG & Co CPA Ltd as our Hon. Auditor.

The full list of office-bearers and members of the Council has been uploaded onto the CIFA WEP for general information.

Membership

As at 31 December 2011, there were 51 Full Members and 21 Associate Members, coming from 8 sub-regions in Asia. Continuous efforts are being made to recruit more new members.

The membership renewal exercise for year 2012 and 2013 started in December 2011 when members were reminded to renew their membership and to pay the membership fees, i.e. HK\$2400/HK\$240 or USD\$300/US\$30 for a period of 2 years for full and associate member so as to enjoy benefit including reduced registration fee for the 3rd CIFA Regional Symposium to be held in Singapore.

Finance

During the year, CIFA continued to receive funding support from the Hong Kong & China Gas Co. Ltd., which has been a staunch supporter of CIFA since its incorporation. Apart from that, we have also received sponsorships from other supporters, including Wofoo Social Enterprises as the key sponsor for the 2012 Asian Award for Advancing Family Well-being (3A Project) and the Family Council of the HKSAR to sponsor the Sharing Session on 3A Project 2010.

With prudent financial management and continued support from the community, as well as efforts to organize fund-raising activities, I am pleased to report that we are in a healthy financial position. The Hon. Treasurer will give you detailed income and expenditure statement for the year 2011, together with the Report prepared by our Hon. Auditor.

Activities Highlights

The following paragraphs will provide an overview of the work of CIFA during the year, witnessing steady growth of CIFA as a regional platform in advancing family well being in Asia.

1. The 3rd CIFA Regional Symposium

Following the successful 2nd Regional Symposium on the theme of "Asian Families in Social Change" held at the beautiful ground of the University of Tokyo in November 2010, preparatory work for the 3rd Regional

Symposium was underway. At the Council Meeting on 25 February, 2011, it was decided that 3rd Regional Symposium with the theme of "Asian Families: Innovations in Practice and Policies" would be co-organized with the Thye Hua Kwan Moral Society, National University of Singapore and the Social Service Training Institute in Singapore from 11 to 13 December 2012, with the National Council of Social Service of Singapore as the Supporting Organization.



3rd CIFA Symposium poster

In the following months, active action had been made in forming the Organizing Committee and Scientific Committee, working out the program, sub-themes, keynote speakers, plenary sessions, pre and post symposium workshops and guideline for submission of papers, booking of venues and accommodations etc. The official website for the Symposium at <http://www.cifasymposium2012.org> was launched on the 11 November 2011 to provide updated information on the Symposium and on-line registration. We anticipate over 350 participants will join Symposium. Invitation letters and poster are being widely distributed to invite potential participants to attend the Symposium and submit abstracts for paper presentation.

We look forward to another golden opportunity for sharing and exchange among policy-makers, academia and professionals in new and innovative ideas and experience in meeting the challenges faced by the Asian families.

2. 2012 Asian Award for Advancing Family Well-being (3A Project 2012)

The final round adjudication and Award Presentation Ceremony of the 3A Project 2010 in Japan provided the backdrop for the continuous development of this regional initiative in giving recognition to outstanding and innovative projects in advancing family well-being. CIFA was delighted to receive full support from the Family Council of the HKSAR government to organize the Sharing Session on 3A Project 2010 in Hong Kong immediately after the 2nd Regional Symposium when the 8 finalist teams shared their knowledge, experience and good practice in working with special target groups or families in the community.

More importantly, with the expert input from the professional team from Radio Television Hong Kong, a special web page at http://www.familycouncil.gov.hk/tc_chi/promotion/promotion_album_11.htm on the 3A Project 2010 documented the whole session, including the presentations, open forum and interviews with the chairperson and the Gold Award Winner. Apart from this, a DVD has been produced in mid 2011 to capture all the information on the project and widely distributed to serve as a reference for professionals and concerned



Cover of 3A Project 2010 DVD

organizations.

Further to the Sharing Session in Hong Kong, finalist teams in various countries had further shared their experience through various means such as reporting in journals and newsletters, attending radio programs and organizing activities to spread the message of the 3A Project as a whole, as well as their own outstanding projects, thus helping to raise the profile of the 3A Project in the region.

Building on the success of the 3A Project 2010, CIFA is pleased to receive sponsorship from the Wofoo Social Enterprises for the second time to organize the 3A Project 2012. The Working Group was reconvened, with expanded membership, to work out the details of the Project, including the theme, eligibility criteria, formation of adjudication panel and time line etc.

Again, we are very pleased to have a high-standing Adjudication Panel including Ms.

Amy Leung of Wofoo Social Enterprises; Professor Joyce Ma of the Chinese University of Hong Kong; Ms. Ann Bee Lian of National Council of Social Service, Singapore; Dr. Shinichi Nakamura of the Japan Association of Family Therapy and Professor Yeong Hee Kim of Cheongju Healthy Family Support Centre, Kora, apart from myself, representing the CIFA Council.

The 3A Project 2012 was launched on 3 October 2011 with over 40 participants representing the Social Welfare Department, CIFA member organizations and the media. In response to enquiries from various quarters, including the private corporations which had participated in the Family Friendly Employers Award Scheme 2011 organized by Family Council, a briefing session was scheduled on 11 January 2012 for interested organizations which may like to join the project.



Photo of participants and CIFA members after the Launching

The 3A Project 2012 has received a total of 31 entries from social service units of government and non-governmental organizations, tertiary institute, as well as from the private sector from various parts of the region. Having gone through the process of vetting these projects in the first round adjudication, 16 projects have been short-listed to enter into the second round. The first round adjudication result was released on 12 March, 2012 and has been uploaded on the CIFA WEP. Units responsible for the shortlisted projects have been duly informed and to prepare for the second round adjudication to be held in mid August 2012. The final round adjudication and award presentation ceremony are scheduled to be held on 12 December 2012 at the 3rd Regional Symposium in Singapore.



3A Project 2012 leaflet

3. Fund-raising activities

Two fund raising activities had been organized in 2011, not only to raise funds for CIFA, but to raise its profile as a regional hub for advancing family well-being. These include:

a. Walk For Family Well-being was successfully held on 17 April 2011 when over 130 participants and volunteers joined a leisurely walk in the countryside to enjoy the warm weather and the nice scenery, while raising over HK \$70,000 for CIFA. We were most thankful to Mr. Stephen Fisher, the former Director of Social Welfare as our officiating guest, the Scouts Association and Auxiliary Medical Service for providing the necessary security and first aid service during the event, and the eco-tour guides for arranging the eco-tour for interested participants. |



Photo of the Walk, with Mr. Stephen Fisher as officiating guest and other participants.

b. Charity Concert for Family Harmony was successfully co-organized with the Hong Kong University Family Institute on 21 November 2011 at the Concert Hall, The Hong Kong Cultural Centre when the audience enjoyed wonderful musical performance by the SAR Philharmonic Orchestra, world renowned soprano Ms. Lan Rao and Dr. Julie Bees, an American Professor in Piano. We had a full house and raised a total of \$325,000 which is shared by CIFA and HKUFI. We were most thankful to Dr. the Honorable CH



Photo of Mr. Y.S. Liu, Dr. C.H. Leong, Ms. Lan Rao, Dr. Julie Bees, Mrs. Patricia Chu, Mr. Peter Wong and Dr. Siu-man Ng.

Leong, member of the Executive Council of HKSAR and Chairman of Council of the University of Hong Kong as the officiating guest.

Very positive feedback has been received on these two fund raising activities, and the Council is of the view that these endeavors be continued in the coming year.

4. Cross country study

The research team, headed by Dr. Lee Wai Yung of HKUFI, with representatives from 4 other countries (Korea, Japan, China and Taiwan) had been working very hard during the year on the Study on Decoding How Contemporary Couple Negotiate Differences with the view to publish a paper in the Family Process, a

high impact journal. The team met in Hong Kong for two full days on 27 and 28 January 2011 to review the video tapes of couple discussion. Members discussed and compared their observations and analysis on themes, nature of conflicts and interactive patterns manifested in these tapes. Members felt very excited about the intellectual exchanges in the process, and had further reviewed their own analysis based on the deliberations. A paper had been submitted to Family Process for consideration. Dr. Lee Wai Yung and the research team members will, respectively, be delivering a key note speech and presentation at a plenary session during the 3rd Regional Symposium.



5. Enhancement of the CIFA WEP

Thanks to the input and hard work of the staff and students of the Hong Kong Design Institute (HKDI) of the Vocational Training Council, the newly designed and enhanced CIFA WEP was launched on 26 August, 2011. The enhanced WEP has become more organized, modernized and professional, and will continue to serve as a regional hub for information sharing and networking with organizations and interested professionals in the Asian region. CIFA is most thankful to HKDI for the pro-bono services that it has rendered which, at the same time, is a recognition and support to the work of CIFA.



Group photo taken after the launching of the CIFA WEP

6. Contribution of member organizations to the Newsletter

CIFA is pleased to see growing involvement of member organizations by sharing information on activities, publication and research studies organized/ produced/ conducted by them during the year. Their contribution in the newsletter is much appreciated as this is an indication of growing involvement and readiness to make use of the CIFA platform for sharing and networking. CIFA is pleased that a new editorial group has been formed with the view to map out a strategy to further improve the Newsletter in the coming year.

7. Growing recognition & formation of strategic partnership

CIFA is getting increasing recognition and support from various sectors in the community as mentioned above. Moreover, we have also built and strengthened strategic partnership with them as a third party endorsement for the work of CIFA. For example, Ah Chung has kindly agreed to use his artistic talents in cartoon to promote the work of CIFA, by allowing us to publish his master pieces, cartoons displayed in a solo exhibition, in the CIFA Newsletter since June 2011. Another example is Dr. Julie Bees whose wonderful performance was one of the highlights of the Charity Concert For Family Harmony has agreed to become our strategic partner, and allow us to upload her musical performance on piano onto the CIFA WEP. We are most thankful for Ah Chung and Mr. Joseph Lee of Wofoo Social Enterprises to record videos to appeal for support. We look forward to forming more strategic partners in the future to promote the work of CIFA.



Photo of Ah Chung's booklet of his solo exhibition

Conclusion

To sum up, CIFA has witnessed significant development in 2011, thanks to the unfailing efforts and support of the members of the Council, Committees and Working Groups. We are thankful for the hard-earned recognition from the various sectors which are gradually sharing our dream and rendering growing support 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 to march forward in facing all the challenges ahead of us.

Patricia CHU (Mrs.)
Chairperson, CIFA Council

Presented at the CIFA AGM on 27th April 2012