



Consortium of Institutes on Family in the Asian Region Chairperson's Report (1 January 2015 – 31 December 2015)

Introduction

As we enter into the 7th year of CIFA's journey in promoting family well being in Asia, I am pleased to share the joy and fulfillment of a significant breakthrough when our work is being recognized by the United Nations as a result of sharing of our IYF publication in Celebration of the 20th Anniversary of IYF with the Focal Point on the Family of the Division of Social Policy & Development. This is of vital importance to CIFA as it puts CIFA on the international arena, and opens dialogue and opportunities of inviting officials from the UN to participate in our activities which will further enhance the status of this regional platform. The annual report is going to highlight the achievements that CIFA had made in 2015.

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. For example, taking the opportunity of Prof. Kim's (Vice-chairperson for Korea) appointment as a visiting professor in Hong Kong, as a result of network provided by CIFA where she met Prof Joyce Ma of CUHK at the Second and Final Round Adjudication of the 3A Project 2010 when she presented her project on 3SEM Project from Korea, there were more chances of closer dialogue and engagement with organizations and professionals in Korea.

On the financial front, the Council is pleased to have received continued funding support, especially that from the Wofoo Social Enterprises (WSE) to be the Title Sponsor of the Wofoo 3A Project 2016 and the Family Council of the HKSAR to sponsor the Exchange Program on Wofoo 3A Project 2014. Under the leadership of Mr. Lai Chi Tong, the Promotion & Fund Raising Committee put together two very successful 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. 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 2015, there were 66 Full Members and 23 Associate Members, coming from 8 countries/regions in Asia.

A membership renewal exercise for year 2016 and 2017 has been launched, and some members are still in the processing of arranging payment of outstanding membership fees. Conscientious efforts are being made to follow up with outstanding payments. 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, 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) 2016

Building on the success of the 3A Project in 2010, 2012 and 2014, a lot of preparatory work for the Wofoo 3A Project 2016 took place throughout the year, including seeking funding support, identifying adjudicators, producing the promotional leaflet and putting in place an Adjudication Manuel etc. 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 2010.

After a lot of efforts, it was launched on 13 November, 2015 at Tsan Yuk Hospital which was well attended by representatives from various organizations. We were honored to have the presence of Ms. Virginia Chan, JP, Chairman of Steering Committee, Wofoo Community Service Network, representing the Title Sponsor. to share her views on the 3A Project. We were also thankful to the representatives from Hong Kong Federation of Youth Groups (Gold Award winner, 3A Project 2014) and Hong Kong Family Welfare Society (Bronze Award winner, 3A Project 2014) to share their experience with those attending the session. The feedback from the audience was very positive and they were encouraged to get involved in this meaningful regional initiative.



Mrs. Chu, Ms. Agnes Ng and Ms. Virginia Chan at the Launching Ceremony



Representatives from Hong Kong Federation of Youth Groups sharing their experience

A special newspaper supplement was published in the HKET on 11 January 2016 to publicize the work of CIFA and the background/development of Wofoo 3A Project, with interviews conducted with Dr. Joseph Lee, President of Wofoo Social Enterprise and Title Sponsor, Prof. Daniel Shek, Chairman of the Family Council of HKSAR, the chairperson of CIFA and chairman of the 3A Committee as well as representatives from award winning teams to share their views. The supplement was widely distributed among member agencies and related stakeholders.



The newspaper supplement published in HKET

In promoting CIFA and 3A Project to Mainland China, Mr. Lai Chi-tong attended the 2015 Annual Academic Conference of the Guangdong Association of Social Work Education and Practice (廣東省社會工作教育與實務協會 2015 學術年會) in the afternoon of 30th December, 2015 at Jiangmen Wuyi University (江門五邑大學). More than 110 participants attended this conference when some 30 minutes was allocated to Mr. Lai to do his presentation. After the presentation, some of the participants showed great interest in the work of CIFA as well as the details of the 3A Project.

Based on the experience accumulated over the years, and in order to provide an official reference on the rules and procedures regarding the 3A Project, a Judging Manual has been produced and forwarded

to Adjudicators, members of the 3A Project Committee and Screening Committee with a view that the adjudication process can be conducted in a transparent and professional manner.

The Wofoo 3A Project 2016 has received very encouraging response, with a total submission of 36 projects from 6 countries/regions, covering a wide range of family related issues. Having gone through the challenging process of vetting these projects by the Screening Committee, 16 projects have been shortlisted for Second Round Adjudication. These teams have been informed of the results, matched with a resource person and requested to submit their projects by 31.5.2016 and to prepare for the Second Round Adjudication interviews to be held on 14th and 15th July 2016. Subsequently 8 shortlisted teams will receive subsidy to attend the 5th CIFA Regional Symposium to be held at the National Museum of Korea from 3rd to 5th November 2016, when the Final Round Adjudication and Award Presentation Ceremony will take place.

I would like to thank the 3A Committee chaired by Agnes Ng and the members of the Screening Committee including Dr. Lee Ngak Sing, Ms. Chinapan Bawany, the Adjudication Panel, including Prof. Tsui Ming Sum (HK), Ms. Virginia Chan (HK), Mrs Rahayu Buang (Singapore), Prof. Kim Yeong Hee (Korea) and Dr. Shinichi Nakamura (Japan) for their full support in this regional initiative.

Exchange Program on Wofoo 3A Project 2014

With the continuous funding support from the Family Council, the Exchange Program on Wofoo 3A Project 2014 involving a Sharing Session and An Agency Visit was conducted in June 2015.

Sharing Session on Wofoo 3A Project 2014

The Sharing Session on Wofoo 3A Project 2014 was held on 11 June 2015 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 Family Council, Dr. Joseph Lee, President of Wofoo Social Enterprises and Mr. Chua Hoi Wai, Chief Executive of HKCSS as the officiating guests at the opening ceremony. The session was attended by senior officials from Home Affairs Bureau who were very impressed with the standard of the projects presented at the session.

Around 180 participants from various quarters attended the Sharing Session when the finalist teams of 2014 presented their projects and the three 2012 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. Very positive feedbacks and enthusiastic participation have been received.

In addition, pull-up banners on introduction of CIFA and 3A Project and Synopsis of the 8 finalist teams of Wofoo 3A Project 2014, and award winning teams of 3A Project 2012 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 also distributed during the Sharing Session.



Group photo of GOHs and CIFA Council Members



Display of pull-up banners



Group photo of participants at the Sharing Session



Group photo of participants at agency visit

Agency Visits

The visits were led by Ms. Agnes Ng, Mr. KS Wong and Mr. Ivan TAM on 12 June 2015 with 80 social workers in middle management and direct services from member organizations of CIFA, mainly from Mainland China and Taiwan. They visited Playright Children's Play Association in Tai Po, New Life Interactive Farm in Tuen Mun, Senior Citizen Home Safety Association Life Journey Centre in Ho Man Tin and the Hong Kong Federation of Youth Groups Jockey Club Media 21 in Aberdeen. The visits were specially designed to provide opportunity for participants to see services on the ground and to have direct contact with front line professionals as well as to enhance the network building among agencies in promoting family well-being.

During agency visits, participants were able to benefit from on-site exposures to some dynamic services on the ground, and learn through sharing and exchange with the program staff and users. The overall feedback towards the Exchange Program was very encouraging and positive.

The 5th Regional Symposium in 2016

At the well attended closing ceremony of the 4th Regional Symposium held in Shanghai in November 2014, 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.

As a normal practice for the preparation of Regional Symposiums, a visit was made by Council members led by Mrs. Chu, together with Ms. Agnes Ng, Dr. Miranda Chung, Ms. He Wei, Mr. Lai Chi Tong, Mr. Kwok Wai Keung, Mr. KS Wong, Ms. Zeng Li and Mr. Ivan Tam to Seoul, Korea from 30 October to 3 November 2015. Opportunity was taken to meet the concerned parties, see the venue for the Symposium as well as the hotel accommodation for participants etc. the Korean team including Prof. KIM Yeong Hee, Prof. YOON Gwong Ja and Prof. CHUN Young Ju extended a very warm welcome to the visiting team. Visits and meetings were held to discuss preliminary plans for the 5th Regional Symposium including the formation of OC and SC, theme and sub-themes as well as the scientific program of the symposium. Everyone found the visit to be very fruitful, providing the framework for working out the details of the symposium.



Warm welcome from the Korean Team



The visiting team in Korea

Moreover, taking the opportunity of Prof. Kim's stay in Hong Kong, further discussion was made to work out the details, such as membership of the various committee, the time line for the various tasks, including the setting up of the website for the formal announcement of the symposium and online registration, the drawing up of the scientific programs and invited speakers, the accommodation arrangements etc. to facilitate follow up upon her return to Korea in April.

As a follow up of the visit and preliminary discussion with Prof Kim and the Korean team, 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. With the unflinching efforts of the Korean team, we were most honored to have the chance to conduct the Symposium in the National Museum of Korea, co-organized with the Korean Association of Family Relations Everyone is looking forward to a successful and exciting symposium in the beautiful city of Seoul

In recognition of the legacy of the traditional values and the new waves of modernism, CIFA has chosen "Asian Families: Change & Consistency" as the main theme of the symposium, with four sub-themes, namely The Future of Asian Family: Aging issues and Diversity of Marriage; Contemporary Issues on Parenting; Family Happiness and Family Practice in Asia. We believe the symposium will provide an excellent opportunity for academics/professionals, government, private, and the third sector representatives and graduate students to raise thought provoking questions on how to maintain a balance between the old and new, and work hand-in-hand to formulate effective policies, develop evidence-based and innovative measures, and provide timely support and intervention to families in coping with these changes.

Prof. Yoon Gyung Ja, President of KAFR and Mrs. Patricia Chu, Chairperson of CIFA are the Co-chairpersons of Organizing Committee; while Prof. CHUN Young-Ju, Silla University and Dr. Miranda Chung, Chairman of Research and Training Committee of CIFA are the Co-chairpersons of Scientific Committee.

Highlights of the 5th CIFA Regional Symposium will include Opening Ceremony, Keynote speeches, plenary sessions, Wofoo 3A Project 2016 Final Round Adjudication & Award Presentation Ceremony, paper presentations at concurrent sessions, poster presentation, pre-Symposium Agency Visit (on 2 November), post-Symposium Workshop (on 6 November), Gala Dinner and Closing Ceremony.

Upon the advice of Ms. Reneta Kaczmarek of the Focal Point on the Family, we have extended invitation to Ms. Daniela Bas, Director of Division for Social Policy & Development to be the Guest of Honor at the Opening Ceremony of the Symposium and Award Presentation Ceremony of the Wofoo 3A Project. We have been informed that a confirmation on whether Ms Bas can join us can only be made in September. *If she is unable to accept the invitation, she will send her designate or in the worst scenario to send a video message. We are very encouraged by this positive response from the United Nations.

The symposium website at <http://cifa2016seoul.org> has been launched on 10th May 2016 to provide detailed information on the symposium and online registration. Invitation letters have been sent out to CIFA and associates to appeal for their participation in the symposium.

Charity Concert on Family Harmony 2015 on 12 April 2015

The Charity Concert on Family Harmony presented by SAR Philharmonic Orchestra was successfully held on 12 April 2015 at the Concert Hall, Hong Kong City Hall. It was officiated by Ms. Carol Yip, Director of Social Welfare, and attended by over 1000 sponsors, government officials, Council members and supporters of CIFA. Apart from the SAR Philharmonic Orchestra, we were also honored to have Dr. David Fang, Dr. Michelle Tsui, Dr. Julie Bees (pianist) from the US and visiting performers from the Hong Kong Philharmonic Orchestra including Ms. Zhao Yingna (violinist), Mr. Andrew Ling (viola solo) and Mr. Richard Bamping (Cello solo) as our guest performers at the concert. Around \$370,000 had been raised and the 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.



Dr. Julie Bees performing at the Charity Concert



Dr. Michelle Tsui and Dr. David Fang performing duet



Souvenirs presentation to Ms. Carol Yip (GOH), Dr. YS Liu (SAR Philharmonic) and Mr. Edwin Chiu (representative of Platinum Sponsor)

Walk on Family Well-Being 2015 on 15 February 2015

The fund-raising "Walk for Family Well-being 2015" was successfully held under the nice and warm weather on Sunday, 15th February 2015, with about 200 participants and volunteers joining us. We were honored to have Mr. Fung Pak Yan (馮伯欣先生), Acting Director of Social Welfare to be the officiating guest at the kick off ceremony. We are also very thankful to the volunteers and participants from the

supporting organizations.

With the generous support from CIFA members, organizations, individual and friends of CIFA, we are pleased to announce that we have raised around HK\$66,700. We would like to take this opportunity to thank all of our sponsors and participants for showing their support and giving recognition towards our work.



Participants doing warm-up exercises



Piercing of Balloons at the Kick-off ceremony

Exploratory Study on Family Happiness in the Asian Region

In mid 2015, CIFA Council endorsed the Research and Training Committee to conduct a regional research, namely the "Exploratory Study on Family Happiness in Asian Region" involving 9 research team members from 6 Asian Regions i.e. Hong Kong, Korea, China, Singapore, Malaysia and Taiwan. In pursuit of this regional study, CIFA will act as the Chief Coordinator.

Objectives of the Regional Study

1. To develop a preliminary understanding of the family happiness in the Asian Region;
2. To explore the relationship between family happiness and family relations;
3. To explore the relationship of family happiness and family social support;
4. To explore the relationship of family happiness and family members' physical and mental health

Taking into account of the time and resources constraints, this research is exploratory in nature and a convenience sample is adopted. Upon completion of data collection and analysis, a Preliminary Research Report will be submitted to the Council, with the goal of developing a paper to be presented at the 5th CIFA Regional Symposium in Korea. With this concerted effort, CIFA hopes that this research can provide an opportunity for cross-country/cultural comparisons and serve as a good reference for future family studies in the Asian region.

Training Workshop on Strategic Planning in Developmental Youth Work

Upon the request from 3 IFSCs in Guangzhou, a 3-day Training Workshop on “Strategic Planning on Developmental Youth Work” has been organized from 14 to 16 February, 2015 in Hong Kong.

A tailored-made training workshop was designed, aiming to teach social workers a framework on strategic planning in developmental youth work. Two agency visits were also organized for professional sharing. The 3 trainers with ample front line and supervisory experience in the field, including Mr. Wai-keung Kwok, Mr. Ivan Tam and Mr. KS. Wong were involved in the training workshop. A total of 24 social workers and their supervisors had actively participated in the two day workshop, while only 12 joined the agency visits to Hong Kong Playground Association and the Friends of Scouting on the third day.

The overall feedback of the participants is very positive and encouraging. They were enlightened by the training and professional exchange and found the training program very useful and enlightening. They hoped that more training opportunities could be offered by CIFA in future.



Participants at the training workshop

Training Program on Family-Oriented Social Services November 16 – 18, 2015

In collaboration with Hong Kong Young Women’s Christian Association (HKYWCA) , a 3-day training program cum agency visits was organized by CIFA from 16 to 18 November, 2015 with the aim to provide an opportunity for 22 family professionals and administrators from Guangdong, Mainland China to share good practice experiences in Hong Kong.

Participants found the training program and agency visits very fruitful and inspiring while the sharing with professionals and meeting with volunteers amazing experiences. In particular, they were impressed by the innovative family wellness services and intergenerational volunteer project. On the other hand, the colleagues of HKYWCA were deeply appreciated the strong professional identity and commitment to social work, clear mission and vision, and excellent team spirit of the trainees.



Group photo of participants of the training program



Participants at the agency visit

Revamping of the CIFA WEP

With the feedback from viewers of the CIFA website, the WEP Development Committee has taken action to make improvements. The revamped CIFA website is more user friendly to provide information on the work of CIFA and viewers can have much quicker access to it. The revamped CIFA website at www.cifa-net.org has been launched and we welcome comments and suggestions for further improvement.

CIFA-NET

The Editorial Group of CIFA-NET led by Dr. Miranda Chung have been working very hard on the production of quarterly issues of the CIFA newsletter in the year, providing information on upcoming events, captures the highlights of the significant activities and reports on progress such as the Charity Concert, the Walk, Exchange Program on Wofoo 3A Project 2014 and training workshops etc. It also contains feature articles or papers written/presented by academia, government officials, and 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.

Establishing network with UN

In my last Annual Report for 2014, I have reported that to echo the call of the United Nations to celebrate the 20th Anniversary of the International Year of the Family in 2014, CIFA had produced a commemorative publication on "Converging Professional Wisdom For Family Well-Being" to give an

overview of this regional platform, its philosophy, formation, development, major activities and achievements since its incorporation. Apart from show-casing the work of CIFA, sharing the struggles and fulfillments of all those involved in its growth, it also aims to appeal for more support and participation in the efforts to promote family well-being in Asia and at the international level.

The publication was widely circulated, and a copy, together with related material, had been sent to Mrs. Reneta Kaczmarska of the Focal Point on the Family of the United Nations with a view to introduce this regional platform and establish dialogue with the United Nations. CIFA also pledged to play a more active and significant role in Asia with its unique cultural heritage, and build closer collaboration with the international and regional organizations in the worldwide endeavor to advance family well-being.

CIFA is most encouraged to receive recognition from the United Nations. In her email exchanges with Mrs. Patricia CHU, the Chairperson of CIFA, Mrs. Kaczmarska thanked CIFA for sending the publication and information on its activities and awards, and remarked that these were very valuable initiatives in celebration of the 20th Anniversary of IYF. She also took the liberty of adding CIFA contact to her mailing list so that it can receive information on the activities of the Focal Point on the Family. She further requested CIFA to keep her informed about its activities and mentioned that perhaps she could participate in one of its regional events in the future.

In the process of organizing the 5th CIFA Regional Symposium, the CIFA Council and the Organizing Committee is keen to invite a representative from UN. To follow up on this, an invitation was sent to Mrs. Kaczmarska in early May 2016 to be Guest of Honor at the Opening Ceremony and Award Presentation Ceremony of 3A project. While Mrs. Kaczmarska is very keen to join us she will be unable to do so due to a very important family commitment. Upon her advice, an invitation is extended to Ms. Daniela Bas, Director of the Division for Social Policy & Development instead as mentioned above.

Her presence will acknowledge the importance of concerted efforts at the global, regional and local levels to promote healthy lives and well-being for all ages, and will raise awareness amongst the public, private and civil society in Asia the importance of family related policies, and as a result, put in place innovative and effective measures to address the many challenges faced by the family. Moreover, CIFA hopes that this will provide an excellent opportunity to strengthen ties with the United Nations in its endeavors in achieving the goal of "Converging Professional Wisdom For Family Well-Being."

Conclusion

To sum up, CIFA has witnessed significant development in 2015 thanks to the unfailing efforts and support of the members of the Council and Committees. 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 as witnessed in the latest development in building dialogue with the UN. 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, we 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 further build upon the foundation that we have established in the past years and march forward into an even more consolidated platform which we can proudly present to the rest of the world.

Patricia CHU (Mrs.)
Chairperson

Presented at the CIFA AGM on 27th May, 2016