

WOMEN'S COMMISSION
Capacity Building Mileage Programme

PURPOSE

This paper informs Members of the progress made regarding the development of the Capacity Building Mileage Programme.

BACKGROUND

2. At the 16th meeting of the Women's Commission (WoC) held on 8 July 2003, Members noted that the Open University of Hong Kong (OUHK) would make an application to the Lotteries Fund Advisory Committee (LFAC) for resources to implement the Capacity Building Mileage Programme (CBMP) on a three-year pilot basis. Members were also informed that a second focus group meeting would be organised by OUHK to discuss the concept and course contents of proposed CBMP with eight local women's groups and NGOs which were experienced in providing education/training programmes in the local community.

3. In order for the Women's Commission to play a stronger role in steering the implementation of the CBMP, Members agreed that a Steering Committee on the CBMP should be formed under the Commission to, inter alia, provide strategic guidance about the development of the programme and set up necessary mechanism to monitor and ensure the quality of the programme. It was agreed that the Steering Committee should be convened by a member of the Women's Commission, and the membership should comprise of WoC Members, as well as representatives of OUHK and the media partner (i.e. Commercial Radio). Members were of the view that the Steering Committee should put in place a mechanism to ensure effectiveness of the CBMP and that the programme would be updated regularly to meet the needs of women.

4. Following up on the discussion at the WoC meeting, the first Steering Committee meeting was convened on 7 August 2003. Taking into

account views expressed by the Women's Commission, the meeting proposed for the Commission's agreement draft terms of reference of the Steering Committee. In this connection, Members would also wish to note that the Public Education Task Force had discussed at its meeting on 22 August 2003 about the need for a high profile publicity campaign to promote the launching of the CBMP and subsequent public education efforts to sustain community's interest in the programme.

MAJOR DEVELOPMENTS

(A) Resource Position

5. The funding application on CBMP made by OUHK was considered by LFAC at its meeting held on 29 July 2003. Representatives of OUHK attended the meeting to present the proposal. As WoC has initiated the capacity building framework, and has been supporting OUHK in developing the CBMP proposal, the Chairperson and two WoC Members attended the meeting to explain the background and significance of the programme in bringing about capacity building of women, and to answer queries from LFAC members. At the meeting, discussions were made regarding the course contents, publicity arrangements, sustainability of the programme and long term possibilities of linking up CBMP with qualifications framework set up by the Education and Manpower Bureau.

6. Having discussed the proposal, Members would be pleased to note that LFAC agreed that a sum not exceeding \$12.43 million should be granted from the Lotteries Fund to the OUHK for implementation of the CBMP on a three-years pilot basis with a view to enabling women to acquire the needed skills and knowledge to develop their potential and participate more fully in the community. OUHK is required to, among other things, conduct an evaluation study in the three year duration to examine the quality and effectiveness of the CBMP, and to submit annual report, as endorsed by the Women's Commission, on the progress and development of the project to the LFAC.

(B) Launch of CBMP

7. In discussing the timing for launching the CBMP at the first meeting of the Steering Committee, it was noted that the coming district councils election would be held on 23 November 2003, and there would be massive accompanying media and publicity programmes. Members were of the view that it would not be advisable to compete with these events for media attention and publicity. Against this consideration, and having regard to the intervening festive holidays in December 2003 and January 2004, the Steering Committee considered it more desirable for the leading publicity campaign for the CBMP to start in late January 2004 and proposed that the programme should be launched in early March 2004. In the meantime, OUHK would start recruiting course developers and start work on course development, pay visits to potential NGO collaborators and assess their suitability, as well as make preparation for the enrolment of CBMP participants.

(C) Publicity of CBMP

8. To better communicate the concept of the CBMP to the public, the Steering Committee agreed that the Chinese title of the CBMP should be 「自在人生自學計劃」, and that the name of the radio programme would be 「一人一大學」. The slogan, 「一日一小時, 一晚一進步」 (translation: achieving some progress each night with an hour of learning each day) would be used by the media partner to publicise the programme.

9. As regards the promotion of CBMP, the Steering Committee was of the view that a high profile publicity campaign should be carried out in end January to early March 2004 to promote the CBMP. The campaign should aim to generate community interest in continuing learning in general (e.g. the usefulness of continuing learning and capacity building) and the CBMP in particular (e.g. its major characteristics and innovative features). It should help enhance the public's understanding of the CBMP and encourage people to participate and enrol.

10. The subject was further discussed by the Public Education Task Force on 22 August 2003. It was proposed that a publicity sub-group should be formed under the Steering Committee to oversee the matter. As regards the publicity campaign to be carried out in end-January to early March 2004, the

Task Force suggested that it could comprise the following media components:-

- (a) TV and radio APIs;
- (b) interviews on TV and radio, and/or in newspapers/magazines;
- (c) advertisements;
- (d) posters (including at KCRC station and City Bus);
- (e) street banners; and
- (f) roving exhibitions, etc.

Specifically, a logo should be designed to create an identity for the CBMP.

11. In connection with the above, Members of the PETF have been making appeals to major public bodies including the KCRC and City Bus for provisioning of free advertising spaces. Government departments including Information Services Department, Housing Department, District Offices would be approached for assistance in putting up CBMP publicity posters in their poster sites and premises.

12. The Task Force proposed that an advertising company should be engaged to advise on and execute publicity arrangements associated with the CBMP publicity campaign throughout the pilot project. In following up this proposal, Members had been invited to consider a draft project brief. Subject to Members' further comments, proposals would be sought from advertising companies. A briefing session would be held in late September for interested agencies, which would be invited to make presentation before the proposed Publicity Sub-group of the Steering Committee and WoC in mid October 2003.

13. As regards resourcing the above-mentioned publicity campaign (possibly in the region of \$1.2 million), Members would wish to note that part of the cost would be resourced by the funding granted by Lotteries Fund. The Public Education Task Force suggested that the remaining portion to be met by

the resources provided in HWFB for supporting the work of the Women's Commission. It is proposed that the matter be considered by the Steering Committee.

14. Separately, Members would wish to know that the theme of capacity building and the CBMP would be integrated into the second TV drama series to be produced in conjunction with RTHK. The programme would be broadcasted in end November 2003 till January 2004. RTHK would run publicity efforts by adopting the Capacity Building Mileage Programme theme and programme viewer would be encouraged to participate in the CBMP.

(D) Collaboration with NGOs

15. Noting that many women's groups/NGOs have been providing various types of education programmes and services targeted at women and that they could provide useful insights on the education/training needs of women in the community, OUHK organised two focus group meetings on 2 July and 24 July 2003 with women's groups/NGOs. At the two meetings, the concept and contents of the CBMP, as well as how women's groups/NGOs could participate in the implementation of the CBMP were discussed. Representatives from a total of 15 women's groups/NGOs attended the two meetings, and many of them welcomed the introduction of CBMP and believed that the programme would provide capacity building opportunities for grassroots women. In general, they supported some form of partnership between NGOs and OUHK in the delivery of CBMP courses so that OUHK could benefit from NGOs' network and experience in providing education for women. Many of the representatives expressed an interest to participate and contribute to the contents and design of CBMP courses. Suggestions were also made to fine-tune the course contents to better meet the needs of women, and to avoid duplication with the existing courses offered by the NGO sector.

16. OUHK will shortly issue a consultation document to collect views from women's groups/NGOs on the concept of CBMP and the topics proposed for the first four courses to be launched in March 2004 (i.e. "Interpersonal Relationship and Communication", "Men and Women: How Different Are They?", "Child Development and Care" and "Contemporary Culture and Fashion"). The draft consultation paper has been circulated to

members of the Steering Committee, and comments received are being incorporated. OUHK would take into account NGO's views in the actual course development process.

WAY FORWARD

17. In the light of the discussion of the Steering Committee on the CBMP, some elements in the original CBMP proposal would need to be revised (e.g. timeframe). Accordingly, OUHK has prepared an updated project proposal to reflect the present position. Meanwhile, OUHK has been invited to start drawing up an evaluation and monitoring mechanism for consideration by the Steering Committee. In addition, to formalise the working relationship and to set out the rights and obligations of collaborating parties (i.e. Commercial Radio, and women's groups/NGOs that would be involved in the implementation of the CBMP), OUHK is in the process of developing relevant draft contractual document, and will be submitted to the Steering Committee for consideration shortly.

ADVICE SOUGHT

18. Members are invited to note the progress made in the implementation of the Capacity Building Mileage Programme and, to consider and give comments on the following:-

- (a) the proposed terms of reference of the Steering Committee on CBMP (paragraph 4);
- (b) the CBMP should be launched in early March 2004 (paragraph 7);
- (c) a publicity campaign comprising a number of media components should be carried out in end January to early March 2004 to publicise the CBMP and that an advertising company should be engaged to advise on and execute publicity arrangements associated with the CBMP publicity campaign (paragraphs 9-12);
- (d) a publicity sub-group should be set up under the Steering Committee to oversee matters relating to publicity and promotion of the CBMP (paragraph 10);

- (e) part of the resources requirement for the CBMP publicity campaign should be met by resources provided in HWFB for supporting the work of the Women's Commission and details should be further considered by the Steering Committee (paragraph 13); and
- (f) the way forward regarding CBMP (paragraph 17).

Women's Commission Secretariat
3 September 2003