

透過宣傳及公眾教育 提高性別意識

Promoting Gender Awareness through Publicity and Public Education

縱使傳統思想在現代的香港逐漸式微，不少社會人士對兩性的角色、價值、形象和能力的仍有偏見和誤解，以致令女性未能全面發揮潛能。為挑戰及改變大眾根深蒂固的誤解，婦女事務委員會(婦委會)致力推行公眾教育及宣傳活動，並集中消除性別定型和性別偏見及喚起公眾對婦女事務的關注。

Despite the decline in traditional beliefs in modern Hong Kong, many people in the society are still influenced by the prejudice and misunderstanding about the roles, values, images and capabilities of the two genders. Such prejudice hinders women from fully developing their potentials. To challenge and change these long-held misconceptions, the Women's Commission (the Commission) maintains a focused drive to provide public education and publicity activities that aim at reducing gender prejudice and stereotyping and raising public awareness of issues related to women.



7.1 國際婦女節

婦委會藉著每年三月八日的「國際婦女節」這個寶貴機會，提高公眾對婦女事務的關注，並藉此機會讓公眾思考性別議題及與婦女有關的課題。

此外，自2004年起，婦委會每年於國際婦女節當天在多份中英文報章刊登年度總結報告，促進公眾對性別議題的認識及關注。

7.1 International Women's Day

International Women's Day (IWD), on March 8 every year, is a valuable opportunity for the Commission to enhance public awareness of issues that are of concern to women. Each year, the Commission makes use of this occasion to get people thinking about issues of gender and matters related to women.

In addition, since 2004, the Commission has published newspaper supplements on IWD in several Chinese and English language newspapers. The supplements serve as an annual summary of the Commission's work to facilitate the public's understanding and awareness of gender issues.



2012—15年度，婦委會曾舉辦的慶祝國際婦女節活動 Activities Organised by the Commission to Celebrate International Women's Day in 2012-15

年份 Year	活動 Activities
2012	舉辦專題展覽，向公眾介紹香港婦女團體及專為婦女而設的服務，並製作宣傳單張，簡介不同機構和社區組織於2012年3月期間籌辦的各項支援及關懷婦女的活動。 An exhibition was held to introduce to the public local women's groups and the services provided for women. Publicity leaflets were also published, highlighting activities organised by various organisations and community groups around March 2012 that supported and cared for women.
2013	舉辦性別主流化嘉許典禮，由政務司司長林鄭月娥女士擔任主禮嘉賓，頒發嘉許獎狀予積極推動性別主流化的政府決策局及部門。與此同時，婦委會亦舉辦「性別主流化」展覽，展示得獎決策局和部門推廣性別主流化的措施和努力，並啟播推廣性別主流化的電視宣傳短片。 A Gender Mainstreaming Award Presentation Ceremony officiated by Mrs Carrie Lam, Chief Secretary for Administration was held. Awards were presented to recognise the efforts of bureaux and departments to promote gender mainstreaming. In the meantime, an exhibition on gender mainstreaming was also held to showcase the practice and efforts of the award-winning bureaux and departments to promote gender mainstreaming. A television announcement in the public interest (API) on Gender Mainstreaming was premiered in the event.
2014	推出新一輯的「自在人生自學計劃」（「自學計劃」）電視宣傳短片。同時，舉辦自學計劃十周年小型展覽，出席者更可觀賞一套由學員分享報讀「自學計劃」得著的短片特輯，了解參與此計劃的得著。 A new television API on the Capacity Building Mileage Programme (CBMP) was launched. A mini-exhibition to mark the 10th anniversary of CBMP was also held and a short video series featuring students of CBMP sharing what they have gained from the programme was shown.
2015	舉辦小型展覽，回顧過去一年婦委會的工作成果，例如與政府各部門合作推廣性別主流化，促進婦女參與政府法定及諮詢組織，落實聯合國《消除對婦女一切形式歧視公約》（《公約》）在香港實施的工作及推出「婦女就業資訊站」。 A mini-exhibition showcasing the work progress of the Commission made over the previous year was organised. For instance, promotion of gender mainstreaming, enhancement of women's participation in government advisory and statutory bodies, implementation of the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) of the United Nations in Hong Kong, and the launching of the Women Employment Website.

自2005年起，婦委會於國際婦女節期間，透過宣傳單張和官方網頁，介紹不同團體及社區組織舉辦與婦女相關的活動，藉以鼓勵公眾參與。

7.2 電視特輯

自2002年起，婦委會與香港電台攜手製作四輯《女人多自在》電視單元劇系列，以提高公眾對有關婦女議題的關注。在2015年，婦委會與香港電台再度合作，製作兩套電視特輯：《行行女狀元》和《女人多自在5》。

《行行女狀元》

《行行女狀元》是一套由十集五分鐘的訪問組成的迷你紀錄片。每集訪問一位從事傳統男性主導行業的女性，展示婦女能力的提升，介紹女性在不同行業的成就及面對的挑戰。節目於2015年10月至2015年12月播放。

《女人多自在 5》

《女人多自在5》是婦委會與香港電台的另一全新合作項目，透過一連十集，每集長30分鐘的實況劇，探討不同的婦女議題。劇中著重描繪在職女性的工作情況及生活，她們在現代社會的角色轉變，以及如何實現夢想。節目於2016年3月至5月播放。

Since 2005, the Commission has been promoting activities organised by various organisations and community groups on matters of interest and concern to women around IWD through leaflets and our website to encourage public participation.

7.2 Television Series

Since 2002, the Commission has joined hands with Radio Television Hong Kong (RTHK), to produce four seasons of the television series *"Women with Dreams"* to raise public awareness of women's issues. In 2015, the Commission teamed up with RTHK again to produce two television series, the *"Working Women 2015"* and *"Women with Dreams 5"*.

" Working Women 2015 "

“Working Women 2015” is a mini-documentary series consisting of 10 five-minute episodes. Each episode includes an interview with a woman working in a traditionally male-dominated industry. The programme aims to demonstrate women’s increasing capacity, the achievements they have made and the challenges they face. The programme was broadcast from October to December 2015.

“ Women with Dreams 5 ”

The Commission produced with RTHK a new TV series called "*Women with Dreams 5*". This series comprises ten 30-minute episodes in the form of a documentary-drama. It covers a wide range of issues relating to women. It also focuses particularly on women at work, their changing roles in modern society and how they fulfil their dreams. The programme was broadcast from March to May 2016.



7.3 研討會及論壇

婦委會自2001年成立以來，定期舉行研討會及論壇，以提倡性別平等及回應與婦女日常生活息息相關的社會議題。

「凝聚婦女智慧 邁向美好未來」研討會

2012年12月20日，婦委會在香港會議展覽中心舉行第四屆大型研討會「凝聚婦女智慧 邁向美好未來」，出席者超過500人。研討會的目的是提供一個平台，讓與會者討論和交流香港婦女發展的議題，並檢視香港落實聯合國《公約》的情況。整個研討會分為三部分：會前活動、研討會和展覽。

7.3 Conferences and Forums

Since its establishment in 2001, the Commission has regularly organised conferences and forums to publicise the need for gender equality and to address social issues closely linked to women's daily lives.

Conference on Bringing Together Women's Wisdom for a Better Future

On 20 December 2012, the Commission hosted its 4th Conference "Bringing Together Women's Wisdom for a Better Future" with more than 500 people in attendance. The objectives of the Conference were to provide a platform for participants to discuss and exchange views on issues related to the development of women in Hong Kong, and to review Hong Kong's implementation of CEDAW. The Conference comprised three parts: Pre-Conference Activity, Conference, and Exhibition.



會前活動

會前活動於2012年12月19日在香港會議展覽中心舉行。眾多婦女團體及非政府機構以輕鬆的手法展示本港婦女如何欣賞和認同作為女性的角色，締造健康愉快的生活模式，並向社會發放正能量。

當天與會者投票選出獲獎的演出項目。獎項、演出團體及得獎項目名單如下：

獎項 Prize	團體名稱 Name of Organisation	項目名稱 Name of Performance
最具團隊精神獎 Best Team Spirit	九龍婦女聯會 Kowloon Women's Organisations Federation	讓夢想飛翔 Let Our Dreams Fly
最具創意表達形式獎 Most Creative Presentation Format	香港婦女中心協會 — 心聲戲劇組 Hong Kong Federation of Women's Centres – Hearts Talk Drama Group	婦女傳聲筒：關懷愛心話劇 Drama on Love and Caring
最受觀眾欣賞獎 Most Appreciated by the Audience	九龍婦女聯會 Kowloon Women's Organisations Federation	讓夢想飛翔 Let Our Dreams Fly

研討會

研討會於2012年12月20日在香港會議展覽中心舉行，由香港特別行政區署理行政長官曾俊華先生、全國人大常委會副委員長及中華全國婦女聯合會主席陳至立女士、中央人民政府駐香港特別行政區聯絡辦公室副主任郭莉女士、中華全國婦女聯合會副主席及書記處書記陳秀榕女士、聯合國婦女地位委員會主席團副主席Ana Marie L. Hernando女士、勞工及福利局局長張建宗先生、勞工及福利局常任秘書長譚贛蘭女士及婦委會主席劉新麗娟女士為研討會主持開幕禮。

Pre-Conference Activity

The Pre-Conference Activity was held on 19 December 2012 at the Hong Kong Convention and Exhibition Centre. A number of women's groups and non-governmental organisations (NGOs) participated. A lively approach was adopted to illustrate how women in Hong Kong appreciate and recognise their roles as women, establish a healthy and delightful life style, and deliver positive messages to the society.

The attendees voted for the winning entries on the day of the event. The prizes, winning organisations and their name of performances are as follows:

The Conference

The Conference was held on 20 December 2012 at the Hong Kong Convention and Exhibition Centre. Officiating at the opening ceremony were Mr John Tsang, Acting Chief Executive of the Hong Kong Special Administrative Region (HKSAR); Ms Chen Zhili, Vice-Chairperson of the Standing Committee of the National People's Congress of China and President of the All-China Women's Federation; Ms Guo Li, Deputy Director of the Liaison Office of the Central People's Government in the HKSAR; Ms Chen Xiurong, Vice-president and Member of the Secretariat of the All-China Women's Federation; Ms Ana Marie L. Hernando, Vice-chairperson, Bureau of the United Nations Commission on the Status of Women; Mr Matthew Cheung Kin-chung, Secretary for Labour and Welfare; Miss Annie Tam, Permanent Secretary for Labour and Welfare; and Mrs Stella Lau, Chairperson of the Women's Commission.

研討會設有兩節全體會議。第一節會議題目為「婦女充能」由國務院婦女兒童工作委員會辦公室常務副主任蘇鳳杰女士及勞工及福利局局長張建宗先生主講，分別介紹內地和本地在增強婦女能力方面所取得的進展；第二節會議題目為「婦女均衡參與的成就及反思」，由Ana Marie L Hernando女士及劉靳麗娟女士主講，檢討婦女在國際領域及本港均衡參與的進程。

與會者積極參與八個分組討論環節，討論議題包括：提升學生的性別意識、推動性別主流化、婦女安全：從防止性騷擾說起、婦女健康之道、女性參與公共決策的優勢、發揮婦女勞工的力量及在地區推動婦女發展。

研討會亦舉行午間講座以「創造女性精彩人生」為主題，由前民政事務局常任秘書長李麗娟女士主持，而講者包括：前香港大學校務委員會主席梁智鴻醫生、前商務及經濟發展局局長馬時亨教授，以及前香港游泳代表隊成員蔡曉慧女士。

There were two plenary sessions at the Conference. In the first session, Deputy Director of Office of the National Working Committee on Children and Women under the State Council, Ms Su Fungjie and Mr Matthew Cheung introduced respectively the development of women empowerment on the Mainland and in Hong Kong. In the second session, Ms Ana Marie L Hernando and Mrs Stella Lau spoke about the progress of balanced participation of women in the international arena and Hong Kong.

Participants had active discussions during eight breakout sessions on various topics including: enhancing gender awareness among students; promotion of gender mainstreaming; women's safety – the prevention of sexual harassment; women and health; advantage of participation of women in public decision-making; the power of female labour; and women's development at the district level.

A lunchtime talk under the theme "The Making of Colourful and Blissful Women" was also held with Ms Shelley Lee, former Permanent Secretary for Home Affairs as moderator. Speakers included Dr Leong Che-hung, former Chairman of Council of The University of Hong Kong; Professor Frederick Ma, former Secretary for Commerce and Economic Development; and Ms Sherry Tsai, former member of the Hong Kong Swimming Team.



展覽

研討會附設小型展覽，簡介婦委會旗下的「資助婦女發展計劃」獲資助的活動項目，獲資助的機構均派出代表出席，向參與者介紹各項活動的細節，以及分享舉辦活動的經驗。

防止性騷擾大學論壇

2012年8月14日，婦委會與平等機會委員會（平機會）合辦「防止性騷擾大學論壇」，加強本地大學教職員和學生對校園性騷擾的認識，並探討預防校園性騷擾的措施。

論壇設有兩節專題小組討論和一節全體交流會，為不同持份者，包括大學管理層、教職員工會、學生會、婦女團體和非政府機構的代表提供交流平台，通過剖析性騷擾和兩性平等的關係，喚起社會對此問題的更多關注。

Exhibition

A mini-exhibition was also set up alongside the Conference to showcase the projects supported by the Commission's Funding Scheme for Women's Development. Representatives from funded organisations introduced their projects and shared their experiences with participants.

Forum on Preventing Sexual Harassment In Universities

On 14 August 2012, the Commission and Equal Opportunities Commission (EOC) jointly organised a forum on preventing sexual harassment in universities to raise awareness among university staff and students of sexual harassment on campus, and to explore appropriate preventive measures.

The forum, featuring two colloquiums and a plenary sharing session, provided a platform for various stakeholders including representatives of the management of universities, staff associations, student unions, women's groups and NGOs to look into the relationship between sexual harassment and gender equality, and to raise more awareness of the issue.



兩節專題小組討論均由平機會政策及研究專責小組副召集人謝永齡博士主持。嘉賓講者率先講述大學校園性騷擾問題的現況，及與在場人士探討各項切實可行的措施，例如推行防止性騷擾政策及鼓勵受害人舉報等。而全體交流環節則由婦委會委員黃幸怡女士主持，讓講者及參與者就論壇相關課題交換意見。

The two colloquiums were moderated by Dr John Tse, Deputy Convenor of the Policy and Research Committee of EOC. The guest speakers first set out the current situation regarding sexual harassment on campus and then discussed with the audience the feasibility of various measures, such as implementation of a policy on prevention of sexual harassment and the ways to encourage victims to report cases. The plenary sharing session, with the Commission's Member, Ms Sandy Wong, as the moderator, provided opportunities for speakers and the audience to exchange views on the topics covered in the forum.

7.4 展覽

香港婦女服務巡迴展覽

展覽由2012年國際婦女節開幕至2013年1月，旨在向公眾介紹本港婦女團體為婦女提供的服務，除了讓公眾獲得更多服務資訊之餘，亦可令他們更了解本地婦女團體的貢獻。

7.4 Exhibitions

Roving Exhibition on Services for Women

The exhibition was kicked off on IWD 2012 and run up to January 2013. It aimed to introduce women related services provided by women's groups in Hong Kong to the public, so that the public could receive more information on services for women, while at the same time showcased the contribution of local women's groups.

「性別主流化」巡迴展覽

為了進一步將性別主流化的概念推廣至公眾層面，委員會於2013年6月至10月舉辦「性別主流化」巡迴展覽，闡釋應用性別主流化的重要性，並與公眾分享政府性別主流化應用的例子。

Roving Exhibition on Gender Mainstreaming

In order to promote wider understanding of gender mainstreaming, the Commission launched a roving exhibition on the concept from June to October 2013. It not only explained the importance of applying the concept, but also shared good gender mainstreaming practices adopted within the Government.



7.5 網站

網站

自2001年1月起，婦委會的網站 (<http://www.women.gov.hk>) 詳載了婦委會的工作、與性別相關的重要資訊，以及婦女事務的最新發展，讓關注婦女事務的人士及公眾瀏覽。網站設有「婦女團體資料庫」，提供本港婦女團體及有關服務的連結；另設有「資訊交流中心」，作為非政府機構及相關團體的交流平台。

展望未來，我們將會繼續與各持份者保持聯繫，並確保我們的網站能夠積極地提升大眾的性別意識及對婦女事務的關注。

7.5 Websites

Women's Commission Website

Since January 2001, the Commission's website (<http://www.women.gov.hk>) has provided news and insight into its work, offered access to important gender-related information, and a way for people who are concerned on women issues and the public to keep abreast of the latest developments in issues relating to women. The website features a "Database on Women's Groups", providing hyperlinks to local women's groups, and a "News Exchange Forum", which serves as a platform for local NGOs and other interested parties to exchange views.

Looking forward, we will continue to liaise with all the concerned stakeholders to ensure that our website plays a facilitating and constructive role in raising the public's awareness on gender and concerns about women issues.



「婦女就業資訊站」

女性在香港就業市場和經濟發展上一直擔當重要的角色。與亞太區其他地方一樣，香港現正面對人口老化所帶來人力短缺的挑戰。我們認為無論婦女選擇投入職場或照顧家庭，或兩者兼顧，都應該獲得尊重。與此同時，我們也認為應該為婦女提供適當的支援，讓婦女實現自己的夢想，使她們能克服障礙，追求自己的選擇。

有鑑於此，勞工及福利局(勞福局)和婦委會開發了一站式就業資訊網站「婦女就業資訊站」，並於2014年10月啟用，為希望投入職場的女性和在職婦女提供一站式的資訊平台。「婦女就業資訊站」提供就業服務、支援服務（託兒服務和護老服務）、培訓及進修等資訊，讓婦女一方面能兼顧育兒和照顧家庭的責任，另一方面也為她們提供各種有關資訊，讓她們可裝備長遠發展所需的技能。資訊站亦設有搜尋功能，方便使用者尋找所需的支援服務資料。

就業服務的頁面提供招聘會消息、勞工處互動就業服務網站的快速連結及就業中心資料；支援服務的頁面協助使用者搜尋託兒和護老服務資訊；培訓進修的頁面則介紹各類培訓課程和項目，並為申請者和有興趣人士提供方便的連結。

Women Employment Website

Women have all along been playing an important role in Hong Kong's labour market and economic development. Like elsewhere in the Asia-Pacific region, Hong Kong currently faces a labour shortage brought by an aging population. Whether women choose to join the labour force or perform family duties or manage both, their choices should be respected. At the same time, we reckon that appropriate support should be provided to empower women in realising their dreams, so that they could overcome the obstacles in pursuit of their choices.

With this in mind, the Labour and Welfare Bureau (LWB) and the Commission developed the Women Employment Website, which provides a one-stop information platform for women who wish to join the workforce and those already in employment. The website was launched in October 2014. It offers useful information about employment services, support services (child care and elderly care services), as well as training and education programmes, to assist women in meeting their childbearing and caring responsibilities to their families, while offering various information so that they could equip themselves with skills for their longer term development. The website also has a search function to help users find the required information on the support services.

The section on employment services provides information on job fairs, hyperlink to the Labour Department's Interactive Employment Services and information on its job centres. The section on support services helps users to find information on child care and elderly care services. The section on training and education introduces various training courses and programmes, and provides links for people who are interested and also other applicants.





2015年中，勞福局聯同婦委會優化該網站，設立「與就業相關的培訓課程及服務資料庫」，讓各機構於網站登記，將與就業相關的培訓課程及服務資訊於資訊站發布，進一步加強求職相關培訓課程及非政府機構服務的資訊。

In mid-2015, the LWB and the Commission enhanced the website by launching a "Database on Employment-related Training and Services". Organisations can register under the website, and post employment-related training and services to the website. This has strengthened the website's profiles of employment-related training courses and services provided by NGOs.

7.6 刊物

婦委會不時就各項與婦女相關的課題出版刊物，藉此提高社會的性別敏感意識、減少性別定型，以及提供有關性別平等的資訊。在2012至2015年期間出版的刊物包括：

- 介紹婦委會的單張
- 介紹婦委會的影片
- 《香港女性統計數字2011》
- 《香港女性統計數字2013》
- 《性別主流化手冊》
- 《醒目做家务安全健康要知道》小冊子
- 《女人King》光碟
- 《女人多自在4》光碟

7.6 Publications

The Commission publishes materials on a wide range of issues related to women to promote gender sensitivity in the community, reduce gender stereotyping and provide information on gender equality. Publications issued from 2012 to 2015 include:

- Leaflet to introduce the Commission
- Video to introduce the Commission
- Booklet on Hong Kong Women in Figures 2011
- Booklet on Hong Kong Women in Figures 2013
- Gender Mainstreaming Guidebook
- Leaflet on "Doing Housework in a Safe and Smart Way"
- DVD on "Lady King"
- DVD on "Women with Dreams 4"



截至2015年12月，報讀自學計劃的註冊人數累積約84 000人次

As at December 2015, a cumulative total of around 84 000 enrolments of CBMP had been recorded

84 000人



2015年12月，已有超過9 000來自不同職系和級別的公務員接受有關性別主流化之培訓

As at December 2015, more than 9 000 government staff of various grades and ranks had received training on gender mainstreaming

9 000+





行政長官在2015施政報告中宣佈接納婦委會的建議，將性別基準由30%進一步提高至35%

The Chief Executive announced in 2015 Policy Address that the appointment rate of women to Government advisory and statutory bodies would be raised from 30% to 35%



在2015年舉行的第十一屆「自學計劃」畢業典禮中，共有649名學員獲頒發證書
At the 11th CBMP graduation ceremony in 2015, a total of 649 students were awarded a certificate

649人

