

**For discussion on
28 October 2005**

Sexual Minorities Forum

Public Education and Publicity Programme

Purpose

This paper briefs members on the publicity and education programmes proposed by the Gender Identity and Sexual Orientation Unit (the Unit) to be held in the financial year 2005-06.

Background

2. One of the tasks of the Unit is to organize activities to promote equal opportunity of persons of different sexual orientation. Subject to the resources available in 2005-06, the Unit plans to organize a series of events in late-2005 and early-2006 to raise people's awareness over the issue.

Carnival

3. The aim of the event is to raise public awareness of the rights of sexual minorities and promote the Unit. We have tentatively reserved a venue at Kowloon Park, Tsimshatsui, which should be a convenient and popular location. The details are as follows:-

Date: 14th January 2006 (Saturday)

Time: 11:00 a.m. - 5:00 p.m.

Venue: Piazza, Kowloon Park

4. Members of the public are invited to join the carnival. The carnival will start with an opening ceremony, followed by performances and other forms of entertainment on the stage. There will also be an exhibition and 10 game booths for members of the public to take part in and get souvenirs. It is intended that some of the booths will be operated by interested NGOs and schools. Entry and all games are free of charge.

Roving Exhibitions

5. The Unit will stage a series of roving exhibitions of specially-designed display boards at shopping centres of public housing estates in late-2005 and early-2006 to promote the message of non-discrimination on the basis of sexual orientation and understanding of the issue.

Plan for Publicizing the Hotline

6. The Unit is going to launch a publicity campaign designed to increase the awareness of its hotline for complaints and enquiries. The campaign includes the production of leaflets, posters and advertisements on public transport.

Advice Sought

7. We welcome Member's view on the Unit's proposal.

HOME AFFAIRS BUREAU
October 2005