

**For discussion on
13 February 2006**

Sexual Minorities Forum

Public Education and Publicity Programme

Purpose

This paper briefs Members on the highlights of the Equal Opportunities (Sexual Orientation) Awareness Day and seeks Members' views on the publicity and education programmes planned by the Gender Identity and Sexual Orientation Unit (the Unit) to continue our efforts in promoting the message of equal opportunities for persons of different sexual orientation in the 2006-07 financial year.

Equal Opportunities (Sexual Orientation) Awareness Day

2. To promote equal opportunities for persons of different sexual orientation, in addition to the activities sponsored under the Equal Opportunities (Sexual Orientation) Funding Scheme, the Unit organized an Awareness Day on 14 January 2006. The event was held at the Piazza, Kowloon Park. Highlights of the event included an opening ceremony, drama and singing performances on stage, and eight game booths for public participation. Two of them were operated by the Home Affairs Bureau and the rest by interested NGOs.

3. The initial feedback from the participating NGOs was positive. The Unit will further review the effectiveness of the event and identify room for improvement in consultation with the participating NGOs.

Public Education and Publicity Programme for 2006-07

4. Having regard to the work experience in the past eight months, the Unit plans to organize 2-3 public education and publicity programmes in 2006-07. The Unit is considering the format of such activities, which may include exhibitions, multimedia competition, poster advertisements placed in public transport, and conference on the promotion of equal opportunities for sexual minorities. In addition, to achieve greater impact, the Unit will take into account the timing and format of activities sponsored by the Equal Opportunities (Sexual Orientation) Funding Scheme when working out its public education and publicity programmes.

Advice Sought

5. Members' views on the public education and publicity programmes planned by the Unit for 2006-07 are welcome.

Home Affairs Bureau
February 2006