

**For discussion on  
22 December 2009**

**Sexual Minorities Forum**

**Public Education and Publicity Programme  
of Gender Identity and Sexual Orientation Unit**

**Purpose**

This paper provides an update on the public education and publicity programme of the Gender Identity and Sexual Orientation Unit.

**Gender Identity and Sexual Orientation Unit**

2. As an integral part of our effort to promote equal opportunities for persons of different sexual orientation and transgendered persons, the Gender Identity and Sexual Orientation Unit (“GISOU”) will continue to provide dedicated service for sexual minorities. The GISOU will continue to operate a hotline for handling enquiries and complaints on issues relating to sexual orientation and gender identity, to launch publicity and education programmes, and to manage and monitor the Equal Opportunities (Sexual Orientation) Funding Scheme.

**Equal Opportunities (Sexual Orientation) Funding Scheme**

3. Established in 1998, the Equal Opportunities (Sexual Orientation) Funding Scheme (the Funding Scheme) provides funding support to worthwhile community projects which aim at promoting equal opportunities on grounds of sexual orientation and gender identity, or providing support services for sexual minorities. Over the years, we have approved \$ 6 million to fund activities dedicated to these objectives. In 2009-10, we have approved sponsorship for nine projects and the approved amount of sponsorship is about \$500,000. The approved programmes include drama performances, workshops, drama competition and production of booklets. Successful applicants included various sexual minorities groups and other relevant organizations. The projects are expected to be completed in the first quarter of 2010.

4. The Funding Scheme will be continued in 2010-11 to support the works of community in the promotion of equal opportunities on grounds of sexual orientation and gender identity. About \$600,000 is reserved for the Funding Scheme in 2010-11.

### **Publicity and Educational Measures**

5. In addition to the Funding Scheme, various publicity and educational measures to promote equal opportunities for people of different sexual orientation and transgendered persons will be undertaken by the GISOU. These include:

(a) *Briefing Seminars to Promote the Code of Practice against Discrimination in Employment on Ground of Sexual Orientation in the Private Sector*

Since 2009, we have been conducting briefing seminars for the private sectors through 18 human resources manager's clubs which are organized by Labour Department.<sup>1</sup> Thus far, we have conducted briefings for human resources practitioners in five industries, including Hotels and Tourism, Small and Medium Enterprises, Logistics, Trading and Manufacturing. In August 2009, we held a seminar promoting the Code at the Hong Kong Institute of Human Resources Management. More than 300 senior human resources executives from many prominent business firms in Hong Kong participated in the seminar. We will continue to promote the Code in the private sector through human resources managers' clubs and other human resources organizations in the coming year.

(b) *Activities to Promote the Code among Civil Servants*

As the Government is the single largest employer in Hong Kong, it is important that the civil servants responsible for personnel management follow the practices promulgated in

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<sup>1</sup> The Labour Department has set up 18 Human Resources Managers' Clubs in various trades and industries (including three for small and medium-sized establishments on a district basis) to promote good people management practices through activities such as experience sharing sessions, workshops and seminars for the members.

the Code. In the coming year, we will enhance our efforts in promoting the Code within the Government. We plan to organize briefing seminars to promote the Code for government staff responsible for human resource management. In addition, we will enhance awareness of the Code among civil servants through organizing quiz, issuing an administrative circular, and publishing articles in the civil service newsletter.

*(c) Advertisement at MTR Stations and Radio API*

To drive home the message of equal opportunities for people of different sexual orientation and transgendered persons in the field of employment in the community, we will produce a poster to be placed at the MTR network and an Announcement in the Public Interest in Radio in the coming year.

*(d) Slogan and Logo Design Competition and Production of Souvenirs*

The competition is intended to engage the public in promoting the message of non-discrimination, acceptance and respect for people of different sexual orientation. The general public, in particular design professionals, secondary school students and university students will be invited to join the competition in designing slogans and logos. Winning entries may be used to produce souvenirs for distribution among sexual minorities groups, youths, university students, private sector firms.

### **Advice Sought**

6. Members are invited to **note** the contents of this paper.

**Constitutional and Mainland Affairs Bureau**  
**December 2009**