

**For discussion on
22 December 2010**

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 (GISOU).

Equal Opportunities (Sexual Orientation) Funding Scheme

2. 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 more than \$6.6 million to fund activities dedicated to these objectives. In 2010-11, we have approved sponsorship for eight projects and the approved amount of sponsorship is more than \$580,000. The approved programmes include drama performances, workshops, exhibitions and production of video and booklet. Successful applicants include various sexual minorities groups and other relevant organisations.

3. The Funding Scheme will be continued in 2011-12 to support the works of the community in the promotion of equal opportunities on

grounds of sexual orientation and gender identity. We have reserved about \$600,000 for the Funding Scheme in 2011-12.

Publicity and Educational Measures

4. 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 / have been undertaken by GISOU in 2010-11. These include:

(a) Bookmark and Card Holder Design Competition and Production of Souvenirs

The objective of the competition is 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 secondary school students, university students and design professionals will be invited to join the competition in designing slogans and logos. Deadline for submission of entry is 7 January 2011. Winning entries may be used to produce souvenirs for distribution among sexual minorities groups, youths, university students and private sector firms.

(b) Advertisement at MTR Stations and Radio API

An Announcement in the Public Interest in Radio has been broadcasted since June 2010 to drive home the message of equal opportunities for people of different sexual orientation and transgendered persons in the field of employment. We will also produce a poster to be placed at the MTR network to promote a discrimination-free workplace in relation to sexual orientation and gender identity.

(c) Issuance of a circular memorandum regarding the Code of Practice against Discrimination in Employment on Ground of Sexual Orientation (“the Code”) within the Government

As the Government is the single largest employer in Hong Kong, it is important that civil servants responsible for personnel management follow the practices promulgated in the Code. In this regard, we have issued a circular memorandum to all bureaux and departments (B/Ds) in November 2010 to remind them of the good practices recommended in the Code. B/Ds are specifically requested to put in place the necessary implementation arrangements including ensuring that the relevant staff are familiar with the Code, introducing and reviewing policies and measures against discrimination and implementing preventive measures, and monitoring the implementation of the arrangements, etc.

(d) Activities to promote the Code and the work of GISOU among Civil Servants

We have stepped up our efforts in promoting the Code within the Government in 2010-11 by organising briefing seminars and training sessions to promote the Code and the work of GISOU to government staff. In November 2010, we organised a training session on the Code and the work of GISOU to new recruits of Administrative Officer as part of their induction training. We will collaborate with the Civil Service Training and Development Institute to organise briefing sessions in this regard to civil servants responsible for personnel matters and other interested staff in early 2011. We will also organise a crossword puzzle competition which aims at increasing the awareness of the Code among civil servants.

(e) Activities to promote the Code and the work of GISOU to the public

Since 2009, we have been conducting briefing seminars for the private sectors through human resources manager's clubs which are organised by the Labour Department. Thus far, we have conducted briefings for human resources practitioners in various industries, including banking, building service, catering, construction, electronics, garment, hotel & tourism, information technology, logistics, manufacturing, retail, services and trading. We will continue our efforts on this front in 2011. To promote the Code and the work of GISOU to the general public, we will also organise a roving exhibition in early 2011. The exhibition will be conducted at various government buildings and public libraries so as to promote the message of equal opportunities for sexual minorities to the public.

5. Apart from the above, GISOU will continue to operate a hotline for handling enquiries and complaints on issues relating to sexual orientation and gender identity. GISOU will also continue to listen to views on suggestions / comments to improve its services for sexual minorities.

Advice Sought

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