

齊學習 共成長

Learn together. Grow together.



我們致力推廣平等機會的價值觀，務求加深大眾對反歧視條例和有關議題的瞭解，及增強香港社會的反歧視意識。平機會針對不同的服務對象會採用不同的宣傳策略，確保各界清楚接收到平等機會訊息。因此，平機會本年度舉辦了多元化的推廣活動，例如媒體宣傳、學校活動、僱主活動、深入社群的活動及公眾教育項目等。

### 媒體宣傳

#### 與香港電台聯合製作實況劇

平機會和香港電台再度聯合製作第七輯電視實況劇「非常平等任務」。一輯六集的實況劇於2011年4月至5月於翡翠台黃金時段內播出。

這一系列富教育意義的電視劇重點列出不同範疇的歧視，包括僱傭和貨品及服務提供範疇內的種族歧視，僱傭範疇內的性別歧視及家庭崗位歧視。另一方面我們亦有探討香港的無障礙設施問題、現今社會男士所面對而又被忽略的難題、以及僱傭範疇的年齡歧視。

本系列的其中一集《裙褲懸殊》於國際性的優秀製作大賽2011(The Accolade Competition)中榮獲優異獎。另外，本輯實況劇亦榮獲由香港大學民意研究計劃進行的2011電視節目欣賞指數調查第20位。

為推廣「非常平等任務」，我們於都市日報撰寫了六篇特稿，解釋每集實況劇提到有關平等機會議題的相關法律觀點。為宣傳電視實況劇，平機會於2011年3月

We are committed to fostering equal opportunities values, enhancing understanding of the anti-discrimination ordinances, and increasing public awareness among the community in Hong Kong. For different target groups, the EOC adopts targeted approaches and promotional tools to ensure the successful communication of our equal opportunity message. Throughout 2011/12, the EOC prepared various publications and organised a wide range of events and activities, including media campaigns, programmes for schools and employers, community outreach activities, and public education initiatives.

### Media Programmes and Campaigns

#### RTHK Docu-drama

The EOC joined hands once again with Radio Television Hong Kong (RTHK) to produce the 7th series of the TV docu-drama, A Mission for Equal Opportunities. This six-episode series was broadcast on TVB Jade Channel at prime time from April 2011 to May 2011.

In this educational TV series, we highlight discrimination on the ground of race in employment and the provision of goods and services, sex discrimination, and family status discrimination in the workplace. We also explore the problem of accessibility in Hong Kong, the under-examined needs and problems of men in today's changing world, and age discrimination in employment.

One of the episodes of the series entitled "Cracking the Dress Code" (裙褲懸殊) received an Award of Merit in the international Accolade Competition. The Series was also ranked 20th in the 2011 TV Programme Appreciation Index Survey, conducted by the Public Opinion Programme of the University of Hong Kong.

In promoting "A Mission for Equal Opportunities", we contributed six feature articles to Metro Daily News which explained the legal perspectives of the equal opportunity issues covered in each of the TV episodes. From March

至5月在港鐵網絡(港島線、荃灣線、觀塘線、東涌線及將軍澳線)登出大型海報宣傳廣告。

### 製作香港電台電視實況劇教材資料套

於2011/12年度第一季播出的電視實況劇「非常平等任務」已上載至平機會網頁。另外，我們把實況劇製成附有數碼光碟及資料手冊的教材資料套，以作培訓用途。每劇集亦額外加入新環節，讓講者解釋相關原則及法律條款。我們已向學校、人力資源從業員及非政府組織派發大約1,500份教材資料套。

### 電視實況劇的翻譯及配音工作

為了加強教育成效，電視實況劇普通話及英語版本亦已備妥，並上載到平機會網站供大眾收看。

### 在晴朗的一天出發－推廣平等機會的電台環節

平機會於商業電台大受歡迎的節目「在晴朗的一天出發」中播放訪問環節「若無歧視」。這個五分鐘的環節以粵語播出，主題是攜手合力消除歧視，由2011年11月至2012年2月逢星期五早上8時至9時的時段內播出。平機會主席及平機會專責小組召集人，包括馮檢基議員、黃嘉玲女士、趙麗娟女士和李鑾輝先生接受主持人的訪問，以不同案例解釋平等機會概念和反歧視法例。電台訪問已上載至平機會及商業電台的網頁。

to May 2011, we also launched a poster advertisement campaign promoting the docu-drama series along the trackside of the MTR network (Island Line, Tsuen Wan Line, Kwun Tong Line, Tung Chung Line and Tseung Kwan O Line).

### Production of the RTHK Docu-drama Training Module

Following the broadcast of the TV docu-drama “A Mission for Equal Opportunities 2011” in the first quarter of 2011/12, the episodes had been uploaded on the EOC website. Additionally, an educational module comprising DVDs and information booklets, were produced to sustain the educational effects. An additional segment was added to each episode, whereby a presenter explained the relevant principles and legal provisions. About 1,500 copies of the module were distributed to schools, human resources practitioners and NGOs.

### Translation and dubbing of the Docu-drama Series

In order to strengthen the educational impact of the TV Series, the docu-drama series were translated and dubbed into Putonghua and English, also uploaded on the EOC website for public viewing.

### On a Clear Day – Radio Programme Promoting Equal Opportunities

The EOC partnered with Commercial Radio to promote equal opportunities through its popular morning programme “On a Clear Day”. The five-minute segments, in Cantonese with the theme of working together to eliminate discrimination, were broadcast on Fridays between 8-9am from November 2011 to February 2012. The EOC Chairperson and Convenors of EOC Committees including The Hon Frederick Fung, Ms Garling Wong, Ms Susanna Chiu and Mr. Lee Luen-fai were invited to explain EO concepts and anti-discrimination laws using case analysis through the interviews with the radio host. The radio segments have been uploaded on both the EOC and Commercial Radio’s websites.

### 奇人歧視週報－推廣平等機會的電台環節

平機會在2012年3月推出全新電台節目「奇人歧視週報」，以提高市民對反歧視條例的認識。平機會於2012年3月23日開始，在商業一台(FM88.1-89.5)的巴巴閉Afternoon D節目內，逢星期五下午3時至5時之間播放一個3分鐘環節，為期35周，內容是關於歧視的新聞。市民可在互動環節內，透過真實的歧視投訴個案，了解平等機會的訊息。我們亦於全港不同的港鐵站內刊登廣告，讓更多市民認識這個全新的電台環節。

由於節目調動關係，平機會環節由2012年7月起於全新電台節目「大玩派」中播出。平機會環節的名稱、播放時間及形式保持不變。

### 平等機會多元共融行動－推廣平等機會的電台環節

為期十三個月的電台節目「平等機會多元共融行動2011」於2011年3月2日開始播出，節目旨在推廣多元共融的訊息，於香港電台第二台播出，包括每周人物專訪及電台環節「香港之最」，介紹少數族裔人士的生活方式、語言及文化。這個電台節目訪問了超過70位嘉賓，當中包括立法會議員、非政府組織、復康團體、婦女團體及少數族裔團體的代表，以宣傳平等機會，無分種族、性別、殘疾及家庭崗位、彼此互相接納的訊息。

### Anti-discrimination News Weekly – Radio Programme Promoting Equal Opportunities

In March 2012, the EOC launched a new radio segment titled “Anti-discrimination News Weekly” to enhance public understanding of equal opportunities. The EOC began to broadcast the 3-minute segments on the “Va Va Afternoon D” programme from 23 March 2012 on Commercial Radio 1 (FM88.1-89.5) featuring news on relevant discrimination topics, on Fridays between 3pm and 5pm over 35 weeks. Members of the public could interactively learn from real-life discrimination complaint cases through phone-in Q&A sessions. To promote public awareness on this radio segment, there were poster advertisements at various MTRC stations throughout the city.

Due to programme restructuring, the EOC segment was changed to be broadcast on a new radio programme “Fun Box (大玩派)” from July 2012. The name of the EOC segment, broadcasting time and format remain unchanged.

### EO Diversity Project – Radio Programme Promoting Equal Opportunities

The Equal Opportunities Diversity Project 2011, a 13-month radio programme aimed at promoting inclusion and diversity, was launched on 2 March 2011. The programme, broadcast on RTHK Radio 2, featured weekly interviews and radio segments “The Diversified Hong Kong” introducing the lifestyle, languages and culture of ethnic minorities. Over 70 guests including Legislative Councillors, representatives from NGOs, rehab groups, women’s groups and ethnic minority organisations were interviewed on the EOC’s weekly radio programme to raise public awareness on the concept of equal opportunities and acceptance of all, irrespective of their race, gender, disability, or family status.



平機會於2012年4月14日於元朗廣場舉行「平等機會多元共融行動」的壓軸節目，主題是人人應享平等就業機會。活動總結了一年來的電台計劃，少數族裔人士、殘疾人士和年輕歌手亦在閉幕禮上表演及分享。當天活動的精華片段已上載至平機會YouTube頻道。

### 平機會YouTube頻道

為了透過互聯網提升公眾對平等機會及社會共融的意識，平機會於2008年2月推出平機會YouTube頻道，並於本年度上載了共57套短片，當中包括提倡種族共融、傷健人士之間和諧共處的紀錄片，以及平機會活動的精華片段，例如「無定型新人類」、「獨特的我！」及性別平等研討會。

在2011年12月，平機會的YouTube短片「聽到與聽不到之間」獲選於紐約舉行的聯合國殘疾人電影節中放映。這個電影節是國際復康日（每年的12月3日）其中一項慶祝活動。這套紀錄片講述聽障人士的故事，並鼓勵觀眾思考社會如何消除歧視，令殘疾人士可以無障礙地參與社會各項活動。這平機會紀錄片是世界各地共七齣獲選放映的影片之一。

自平機會YouTube頻道推出後，我們共上載了155套短片，吸引超過225,000人次收看。

A variety show was held at the Yuen Long Plaza on 14 April 2012 as the finale of the project to promote the messages of "Equal Employment Opportunity for All". It concluded the year-long radio project and featured performances and sharing by ethnic minorities, people with disabilities and popular singers. The video of the show was uploaded on the EOC's YouTube Channel.

### EOC YouTube Channel

To enhance public awareness about equal opportunities and social inclusion through the platform of the Internet, the EOC YouTube Channel was launched in February 2008. During the year, 57 new videos were produced and added by the EOC, including documentaries promoting racial harmony and inclusion between persons with and without a disability, as well as video highlights of the EOC's activities such as Career Challenge, Uniquely Me! and seminars on gender equality.

In December 2011, the EOC's YouTube documentary, *Between Hearing and Not Hearing*, was selected for screening at the United Nations Enable Film Festival in New York. The festival is a commemorative activity for the International Day for Persons with Disabilities, observed annually on 3 December. The film tells the stories of people whose lives have been influenced by hearing impairment, and encourages viewers to consider what it would take for society to free itself from discrimination and enable people with disabilities to participate in all aspects of society without any barriers. The EOC's documentary was one of seven films selected from around the world for screening.

Since the launch of EOC YouTube Channel, there were totally 155 videos uploaded on the Channel which have attracted over 225,000 views.

### 青年師友計劃嘉賓導師 Guest mentors of EOC's youth programme



## 播放有關種族平等的電視及電台宣傳短片

平機會繼續在各電視和電台播放有關種族共融的宣傳短片，片中描寫不同種族的人士一起工作學習，和平共處，以促進多元和種族融和。另外，印尼語、尼泊爾語以及烏都語的宣傳聲帶亦已於為少數族裔而設的電台頻道內播出。

## 平機會新聞特稿

為繼續宣傳《種族歧視條例》和種族和諧的訊息，我們於2011年5月和6月，在五份少數族裔報紙，包括Suara(印尼文)、Hong Kong News、The Sun、The Philippine STAR(三份以英語出版為菲律賓裔人士而設的報紙)和Sunrise Weekly Hong Kong(尼泊爾文)內刊登報章特稿，內容包括簡介《種族歧視條例》、平機會的投訴程序、平機會主席訊息、推廣《種族歧視條例》的資源、平機會接觸社群的工作及推廣多元共融的全港活動。

為響應2012年3月21日的國際消除種族歧視日及讓市民更加瞭解他們在種族共融的社會中享有甚麼權利和責任，平機會分別在兩份英文及一份中文報章刊登特稿，簡介平機會消除種族歧視的工作及為市民提供的相關資訊。

## Broadcasting of TV and radio APIs on racial equality

The EOC's TV and radio Announcements in the Public Interest (APIs) featuring people in different races working and studying in harmony continued to be broadcast on various TV and radio stations, to promote diversity and racial harmony. Radio APIs in Indonesian, Nepali and Urdu languages have also been broadcast on ethnic minority language radio programmes targeting these communities.

## EOC Newspaper Supplements

To continue to promote the Race Discrimination Ordinance (RDO) and the messages of racial harmony, newspaper supplements were published in May and June 2011 on five newspapers for ethnic minority communities including Suara (in Indonesian); the SUN, Hong Kong News and the Philippine STAR (three Filipino newspapers in English); and Sunrise Weekly Hong Kong (in Nepalese). In the supplements, we had included a brief on the RDO and the EOC's complaint procedures, a short message from the EOC Chairperson, EOC resource materials on the RDO, our community outreach efforts and territory-wide programmes to promote diversity and equal opportunities.

To commemorate the International Day for the Elimination of Racial Discrimination on 21 March 2012 and widen public awareness of their rights and responsibilities in a racially inclusive society, the EOC placed a newspaper advertorial in two English and one Chinese newspapers. The advertorial supplement provided an overview of our efforts and available resources to combat race discrimination in Hong Kong.



此外，平機會亦支持為這個日子而舉辦了社區活動，包括由香港融樂會舉辦的國際消除種族歧視日嘉年華，及明愛青少年及社區服務舉辦的文化種族共融嘉年華2012。平機會於這兩項活動均設有資訊攤位，解答市民的問題及解釋《種族歧視條例》。

### 港鐵廣告

港鐵扶手電梯宣傳廣告於2011年2月至12月在港鐵站沿線推出。於不同港鐵站合共推出九款海報，宣傳包括種族共融、全民通達、預防性騷擾及懷孕歧視等訊息。其中一款廣告以八種不同語言展示「多元・共融」，讓市民在乘搭港鐵時也可了解不同的歧視問題及了解我們對平等機會的抱負。

### 全新電車車身廣告

乘搭電車的市民可能留意到，這種標記着香港運輸系統的交通工具，於去年新增了一項功能，就是宣傳平等機會。平機會由2011年6月至8月推出電車車身廣告，三輛漆上有關全民通達、種族平等和防止懷孕歧視訊息的電車，於不同地區行走，將平等觀念廣泛傳達給公眾人士。

### 全新巴士車身廣告

平機會由2011年12月起推出全新的巴士車身廣告，把「多元・共融」的主題展示於100輛九巴巴士車身。

In addition, the EOC supported community events to mark this day by holding information booths at the “International Day for the Elimination of Racial Discrimination Carnival” organised by HK Unison and “Cross Cultural Carnival 2012” hosted by Caritas Youth and Community Service. EOC representatives were available at the events to answer questions from the public and promote knowledge of the Race Discrimination Ordinance.

### MTRC Advertising Campaign

The MTRC escalator advertisement campaign was launched throughout the MTR network from February to December 2011. A total of nine advertisements to promote the messages of racial equality, access for all, preventing sexual harassment and pregnancy discrimination were placed at escalator crowns of different MTRC stations. One of the advertisement contains the words “We as One” in eight different languages. MTR passengers can gain an insight into the experience of discrimination and see our vision of equal opportunities as they use the public transport.

### Tram Body Advertising Campaign

Tram users may have noticed that Hong Kong’s iconic mode of transport has served an additional purpose of promoting equal opportunities last year. The EOC’s tram body advertisement campaign ran from June to August 2011. Three trams carrying posters on access for all, racial equality and preventing pregnancy discrimination ran in different districts to widen the reach of these messages to the public.

### New Bus Body Advertising Campaign

The EOC had been running a new bus body advertisement campaign in December 2011, with the theme “We as One” painted on 100 operating KMB buses.

## 雅虎首頁廣告

透過網上媒體的宣傳效力，平機會於2011年4月至7月在最受歡迎的雅虎!香港網站推出了五張橫幅廣告和兩項宣傳片以推廣不同平等機會的訊息，包括種族共融、消除懷孕歧視、暢通易達、消除性騷擾和「平等共融新視野」攝影比賽。

## 其他傳媒活動

平機會於本年度共處理了358宗傳媒查詢，舉辦了14場新聞發佈會，接受了70個傳媒訪問及發佈了35篇新聞稿。

## 學校活動

平機會其中一項重要宣傳策略是從小培養兒童和青少年接納平等機會及共融的觀念。

## 「無定型新人類」

平機會每年一度的青少年師友計劃「無定型新人類」已是第十年舉辦，計劃強調打破定型觀念的重要性。自2002年推出以來，已有超過5,800名中小學生參與過這項計劃，而本年度亦有超過700名來自100間學校的學生參加。透過參與導師的大型分享會及機構參觀，學生們對不同職業都有更深理解，視野亦得以擴闊。



## Yahoo Homepage Advertising Campaign

To harness the power of on-line media, the EOC launched an advertising campaign on the most popular webpage, Yahoo! Hong Kong from April to July 2011. Five banner advertisements and two APIs (Announcements in the Public Interest) had been displayed on Yahoo's homepage (<http://hk.yahoo.com>) to promote different equal opportunities messages including racial harmony, preventing pregnancy discrimination, accessibility, preventing sexual harassment and My Vision of EO Photo Competition.

## Other Media Activities

The EOC handled a total of 358 media enquiries in 2011/12. The EOC also held 14 news conferences, granted 70 media interviews and issued 35 news releases.

## School Programmes

Focusing on children and youth is a key public education strategy for the EOC as we seek to nurture acceptance of equal opportunities and inclusion from an early age.

## Career Challenge

Designed to highlight the importance of breaking down stereotypes, the EOC's annual youth mentorship programme, "Career Challenge", is now in its tenth year. Since its launch in 2002, this programme has attracted over 5,800 secondary and primary school students. During the year, over 700 students from 100 schools gained remarkable new career insights and broadened their horizons by participating in large-group sharing sessions and special agency visit.



為配合新高中學制，「無定型新人類」已納入教育局「其他學習經歷」活動資料庫，學校可按需要為學生安排相關的課時。一如以往，有興趣擔任小主持的同學如獲挑選，便可接受司儀訓練，在分享環節分別訪問八位嘉賓導師。

本年度，同學有機會到九龍清真寺參觀，並與不同種族的同學一起參與和「獨特的我！」聯合舉辦的活動。嘉賓導師的分享環節被錄製成精華片段，已上載至平機會網頁及YouTube頻道，讓公眾收看。此外，我們繼續更新「無定型新人類」的Facebook群組，希望可以吸引更多青少年參與平機會的活動。

此外，更有超過100名學生參加了「無定型大使計劃」，此計劃旨在鼓勵青少年在學校及社區積極宣傳平等機會訊息。無定型大使會以個人或團隊力量，令社會人士更關注平等機會的議題，並要主動接觸社會上的少數群體。

### 「獨特的我！」

「獨特的我！」是平機會舉辦的一個以英文作主要語言的青少年發展計劃，自2010年12月起推出，旨在提供一個啟發青少年跨越障礙、打破定型的平台。2011/12年度，平機會共舉辦了兩場分享會，以嘉賓分享、青少年表演、小組活動，就香港的歧視問題交換意見，超過150位青少年出席。另外，我們推出一個以「更美明天」為題的寫作及演講比賽，共收到47份參賽作品。為了促進本地及少數族裔青少年的文化交流，「獨特的我！」及以廣東話為主的「無定型新人

To tie in with the New Senior Secondary (NSS) Curriculum, Career Challenge has been registered as an “Other Learning Experience (OLE) Programme” in the Activity Data Bank of the Education Bureau. The participation hours for this programme may be taken into account for the planning of the student’s OLE. Like in the previous year, interested students got the opportunity to be trained as one of the programme hosts responsible for interviewing the eight Mentors during the sharing sessions.

This year, participating students also got the chance to visit the Kowloon Mosque and meet with students of different races through the joint programme with “Uniquely Me!”. The mentors’ sharing sessions were produced as video highlights and have been uploaded to the EOC website and YouTube Channel for public review. In conjunction with this programme, we continue to have a Facebook Group for Career Challenge mentees to attract a greater number of youth participants.

Over 100 participating students have also joined the “Career Challenge Ambassador Scheme”, which aims to encourage young people to engage in spreading the message of equal opportunities in their schools and the community. A Career Challenge Ambassador is expected to initiate personal or team efforts to raise awareness about equality issues, and to reach out to minority groups in the society.

### Uniquely Me!

Uniquely Me!, the EOC’s English-language youth development programme, was launched in December 2010. It aims to be a platform for youths to get inspired to overcome barriers and break stereotypes. During the year 2011/12, the EOC organised two Uniquely Me! sharing sessions attended by over 150 youths, which featured guest mentors’ sharing, youth performances, and group activities to exchange ideas on discrimination in Hong Kong. In addition, a youth writing and speech competition was launched, which saw a total of 47 entries on the topic of “For a better tomorrow.” In order to facilitate cross cultural sharing between mainstream and ethnic minority youths, joint events with our Cantonese-

類」青少年師友計劃聯合舉辦的活動已於2011年12月及2012年2月舉行。平機會亦為「獨特的我！」活動開立Facebook戶口，與青少年分享平等機會的資訊及最新活動。

## 話劇表演

平機會本年度與三間本地劇團合作，在學校演出以平等機會及多元共融為題的話劇和木偶戲，今年約有71,000名學生觀看過這些表演。平均有百分之九十九的學校把活動評級為「好」及「非常好」，並認為這些表演十分有趣和富教育意義。

speaking youth programme, Career Challenge, were held in December 2011 and February 2012. The EOC also maintains a Facebook page for the Uniquely Me! programme to facilitate sharing of information on equal opportunities with the youth participants as well as to keep them updated on upcoming events.

## Drama Performances

During the year, the EOC engaged three local theatre troupes to stage plays and puppet shows at schools on equal opportunities and diversity issues. The troupes performed for approximately 71,000 students. On average, nearly 99% of the schools found our plays “good” or “very good”, and felt that the performances were interesting, educational and meaningful.



## 締造性別平等的學習環境

平機會繼續為預防大學校園性騷擾作公眾教育，向大專生派發海報及文件夾，以引起他們對校園性騷擾問題的關注，並鼓勵他們使用平機會的「防止性騷擾網上教學資源」。成功完成課程的同學獲發電子證書及4GB電腦記憶棒。平機會亦會應學校及大專院校之邀請，提供講座及培訓。

## 僱主項目

### 平等機會之友會

為確保各行各業的僱主和僱員充分準備好在機構內推行平等機會政策和管理規則，我們於2006年成立了平等機會之友會，提供交流及合作的平台。平等機會之友會旨在提升會員對反歧視條例的認識，協助僱主、人力資源從業員、職場主管和培訓人員推行良好管理常規，遵守反歧視法例。

2011/12年度有約300名來自超過170間公司、政府部門、大學、中小企及非政府組織的人力資源從業員加入了平等機會之友會，分享他們於工作間推行多元共融文化的經驗。本年度根據會員建議及要求而推出的講座包括：

- 《處理工作間殘疾事宜的更有效方法—個案分析》研討會
- 《殘疾歧視條例僱傭實務守則》修訂本
- 「性騷擾的謬誤及預防工作間的性騷擾」研討會

## Creating a Gender-friendly Learning Environment

To continue with our sexual harassment public education targeting tertiary education institutions, we distributed posters and plastic folders to university students to draw their attention to the issue of sexual harassment in the education setting and encourage them to use our online training module on sexual harassment. We also awarded e-certificates and 4GB USB memory sticks to users who successfully completed the training module. Talks and training are also provided to schools and universities upon request.

## Programmes for Employers

### Equal Opportunity (EO) Club

The EOC works with a wide range of employers and employees to ensure they are equipped to implement equal opportunities and good management practices in their workplace. The EO Club was set up in 2006 to provide a platform for exchange. The club aims to improve understanding of the anti-discrimination ordinances and help employers, human resources practitioners, workplace supervisors, and trainers implement good management practices and comply with the laws.

Around 300 human resources practitioners from over 170 corporations, government departments, universities, small and medium-sized enterprises (SMEs) and NGOs joined the EO Club to share their experiences in implementing diversity in their respective workplace in 2011/12. The topics for the seminars, devised with reference to the input and request made by our Club members during the year, were:

- Seminar on “A Better Solution to Workplace Disability Issues – Case Analysis”
- The Revised Code of Practice on Employment under the Disability Discrimination Ordinance
- Seminar on “Myths on Sexual Harassment and How to Prevent It in the Workplace”



我們又為會員舉辦交流會，讓大家分享對多元文化及處理投訴的心得，大部分會員認為這些講座及交流會提供了不少實用的資訊。我們每月亦以電郵寄出平機會電子通訊，將我們的最新消息率先通知會員，藉此加強與會員的聯繫。

## 中小企博覽

平機會參與了由香港貿易發展局舉辦的第十一屆「國際中小企博覽」，藉此向中小企發放平等機會資訊。我們向參觀者派發了不同的宣傳刊物，包括各種單張、《平機會通訊》及各反歧視條例的《僱傭實務守則》。在接受問卷調查的參觀者中，有百分之九十八的受訪者對我們的展覽作正面評價。評語包括職員態度友善、攤位布置吸引和能夠提供實用資料。

Members' networking sessions were likewise organised for the exchange of ideas on diversity and complaint handling issues. EO Club members generally found the seminars and networking sessions informative and useful. To strengthen our connection with the members and to keep them updated on our latest news, we send out e-News every month.

## SME Expo

The EOC participated in the 11th World SME Expo, an annual event organised by the Hong Kong Trade Development Council to disseminate information to small and medium-sized enterprises. The EOC distributed promotional publications, including various leaflets, EOC news, and Code of Practice guidebooks to the Expo visitors. Positive feedback on our booth was received from almost 98% of our visitors who filled out evaluation questionnaires. The praise we received mentioned the welcoming attitude of our staff, the presentation of our booth, and the usefulness of the information provided.

## 深入社群

### 社會參與資助計劃

資助計劃旨在鼓勵非政府組織、社區組織及學校舉辦與平等機會有關的活動，並促進大眾認識四條反歧視條例的原則及應用。

## Community Outreach

### Community Participation Funding Programme

The purpose of this programme is to encourage NGOs, community groups, and schools to initiate projects on the subject of equal opportunities, and promote understanding of the principles and applications of the four anti-discrimination ordinances.





自1997年以來，平機會每年均推行資助計劃。今年共收到93份申請，其中63項活動獲批准，資助總額達港幣1,572,570元。所有社會參與資助計劃的參與機構名單已詳列於附錄三內。

### 深入少數族裔社群

平機會明白接觸少數族裔社群的重要性。我們當中有同事能操印度語、印尼語、尼泊爾語、旁遮普語、泰語及巴基斯坦語，並參與了41項社區活動、出席了19個網絡會議及舉辦了50場講座，吸引了3,873位人士出席。此外，我們亦進行了23次外展活動。自2012年1月起，平機會定期為一份印尼報章撰寫文章。我們亦於2012年3月起定期參與香港數碼廣播有限公司「數碼大同台」的泰語節目。

### 平等機會日

平機會於2011年7月24日在屯門大會堂展覽廳舉行「平等機會日」，以提高區內市民對平等機會和各反歧視條例的認識，活動吸引約250位人士參加。

平機會留意到，若干居於新界西北區的少數族裔人士，他們較難獲取有關香港反歧視條例如何保障他們的資訊。平機會決心確保每個人都有平等的權利透過知識為自己充權，故此我們希望藉着舉辦平等機會日，以有趣及具娛樂性的方式，擴闊他們獲取這些重要資訊的途徑。

The EOC has offered this programme every year since 1997. This year, we provided \$1,572,570 for 63 projects out of 93 applications. The complete list of organisations under the Community Participation Funding Programme 2011/12 can be found in Appendix 3.

### Outreach to the Ethnic Minority (EM) Groups

The EOC understands the importance of outreaching to different ethnic minority communities. With members of the team who are able to communicate in Hindi, Indonesian, Nepali, Punjabi, Thai and Urdu, the EOC participated in 41 community events, attended 19 networking meetings with members of community and delivered 50 talks which were attended by 3,873 participants. In addition to the above, we also conducted 23 outreach activities. Since January 2012, the EOC has had a regular column in one of the Indonesian newspapers. With the Digital Broadcasting Corporation in operation since last year, beginning in March 2012, we also started a regular radio segment on the Thai programme on “Digital We” channel.

### Equal Opportunities Day

The EOC staged its Equal Opportunities Day at the Exhibition Gallery of the Tuen Mun Town Hall on 24 July 2011 to advance public understanding of equal opportunities and the anti-discrimination ordinances. This activity was attended by 250 people.

The EOC is mindful of the fact that a number of ethnic minorities, many of whom reside in the northwest New Territories area, have difficulty accessing information about their protection under Hong Kong’s anti-discrimination ordinances. The EOC is committed to ensuring that everyone has equal rights to empower themselves through knowledge. By organising the Equal Opportunities Day, we hoped to widen access to these important information.

當日活動包括：平等機會講座、文化表演；以及由服務少數族裔的團體所主持的資訊遊戲攤位。下午的活動為嘉賓導師 ASAP Transaction Processing Corporation Ltd行政總裁，並於近日獲得全球Rick Hansen基金會「非凡成就」獎得主Ajmal SAMUEL先生的分享。

### 「平等共融新視野」攝影比賽

為了鼓勵攝影愛好者透過鏡頭，展現日常生活中平等參與、和諧共融及多元文化的一面，平機會與香港青年協會合辦了攝影比賽。在截止日期2011年4月30日為止，我們共收到112位參賽者的259幅作品，當中包括公眾人士、大專生以及中學生等。

在五位評判：平機會委員黃嘉玲女士、黎雅明先生及增選委員苗澤文先生、香港青年協會副總幹事馮丹媚女士及攝影名家水禾田先生評核後，已甄選出公開組、青少年組及出色作品獎的優勝作品。頒獎禮已於2012年1月舉行，並由平機會青少年師友計劃導師、Chocolate Rain創辦人及創作總監麥雅端女士擔任頒獎嘉賓之一。頒獎禮上亦播放了勝出者的得獎作品片段。

### 「全民通達」巡迴展覽

上述展覽旨在宣揚「全民通達」概念。由2011年3月至6月，平機會在公共屋邨舉辦了共10場巡迴攝影展覽，是次展出相片來自香港復康會、香港攝影學會及香港展能藝術會合辦的「無障礙共融社會攝影比賽」作品。

The day's activities included talks on equal opportunities, cultural performances, and informative game booths hosted by organisations who provide services to ethnic minorities. The afternoon also featured sharing from the guest mentor, Mr. Ajmal SAMUEL, the CEO of ASAP Transaction Processing Corporation Ltd and a "Difference Maker" awardee from the worldwide Rick Hansen Foundation.

### “My Vision of Equal Opportunities” Photo Competition

To encourage photo enthusiasts to show different aspects of inclusion and diversity in everyday life to promote equal opportunities, a photo competition was co-organised with the Hong Kong Federation of Youth Groups (HKFYG). By the deadline on 30 April 2011, we received a total of 259 photo entries from 112 participants, comprising members of the general public, as well as students from universities and secondary schools.

The entries were scored by five adjudicators: Ms Garling Wong, EOC Member; Mr. Amirali Bakirali Nasir, EOC Member and Mr. Behzad Mirzaei, Co-opted Member of Policy and Research Committee; Ms Amy Fung, Deputy Executive Director, Hong Kong Federation of Youth Groups; and Mr. Water Poon, renowned photographer. Based on these scores, the winners of both the Open and Youth Divisions as well as the winners of Special Merit Awards were determined. The prize presentation ceremony was held in January 2012. Our Career Challenge mentor Ms Prudence Mak, Founder and Creative Director of Chocolate Rain, was the prize presenter. A short video showing all the winning photos was screened during the prize presentation ceremony.

### Roving Exhibitions on Accessibility and Universal Design

This initiative aimed to promote our vision of “access for all”. From March to June 2011, ten photo exhibitions were held at public housing estates. The displayed photos are entries from the “Accessibility and Social Inclusion” photo competition organised by the Hong Kong Society for Rehabilitation, the Photographic Society of Hong Kong, and the Arts with the Disabled Association Hong Kong.

另外，由2012年3月至8月，平機會於不同港鐵站舉辦了共14場巡迴展覽，其中的立體展品顯示了四類人士的切實觀感，他們分別是視障人士、聽障人士、輪椅使用者和長者。平機會期望透過展覽，令公眾更為了解在日常生活中採用通用設計的好處，並爭取市民支持無障礙設施。

### 參與香港書展

平機會與民政事務局及公民教育委員會合作，於2011年7月20日至26日在「香港書展」舉辦公民教育展覽，以宣揚「愛自己・愛家人・愛香港・愛國家」的主題。我們透過是次展覽介紹平等機會的訊息和四條反歧視條例。

### 精神健康月

一如以往，平機會參與了每年一度的「精神健康月」。這項活動於10月舉行，由勞工及福利局、多個政府部門及非政府組織合辦，旨在透過連串活動推廣精神健康，消除社會上對精神病人的負面標籤，減少公眾對他們的歧視。

### 講座

於本年度，平機會舉辦了480場講座及培訓班，並接待了55個團體。參加者／訪客來自政府部門、本地及海外非政府機構、大專院校以至商界。除了反歧視條例外，討論範圍亦包括其他與歧視及平等機會有關的議題。

Moreover, from March to August 2012, fourteen roving exhibitions were held at different MTR stations. These roving exhibitions on accessibility feature 3-D displays of the perspectives of four different groups of people. They are people with visual impairment, people with hearing impairment, wheelchair users, and elderly people. With this exhibition, the EOC aims to raise awareness on the benefits of Universal Design in everyone's daily life and solicit public support for improving access.

### Exhibition at the Hong Kong Book Fair

The EOC joined the Home Affairs Bureau and the Committee on the Promotion of Civic Education to hold a Civic Education Exhibition at the Hong Kong Book Fair from 20 to 26 July 2011 to promote the theme of "Cherish yourself and your family, Love Hong Kong and your country". The concepts of equal opportunities and the four anti-discrimination ordinances were introduced in the exhibition.

### Mental Health Month

In keeping with our past practices, we participated in the annual Mental Health Month in October that was jointly organised by the Labour and Welfare Bureau, various government departments, and NGOs. The purpose of the series of events held during this month was to promote mental well-being in Hong Kong and remove social stigma associated with people with mental illness.

### Talks

The EOC gave 480 talks and training sessions throughout the year, and received 55 groups from government departments, local and overseas NGOs, institutions, and business organisations. In addition to addressing Hong Kong's anti-discrimination ordinances, the sessions covered a wide spectrum of issues related to equal opportunities.



## 教育資源

### 網上資源中心

平機會的網頁榮獲2011年度香港十大.hk網站選舉的中小企組優異獎。這項選舉是由香港互聯網註冊管理有限公司舉辦。除了整體的美觀和創意外，今年新增了「網絡無障礙」作為評審準則，以表揚能切合殘疾人士需要，方便他們瀏覽網頁及獲取網上資訊的網站。

平機會的網頁是一個中英雙語的網上資源中心，亦是重要的宣傳渠道。網頁上展示了最新的重要資訊，讓訪客對平等機會有更深了解。所有訪客，不論是要完成報告的學生，或是曾受歧視的人，是視障人士或有其他殘疾的朋友，均能藉着平機會網頁，享有平等的機會去獲悉最新的資訊及建議。

## Educational Resources

### On-line Resource Centre

The EOC's website was awarded a Merit Prize in the 2011 Top 10.hk Website Competition for the category of SME Group organised by the Hong Kong Internet Registration Corporation Limited. Aside from overall aesthetic and innovation, one of the judging criteria this year is the new "Web Care" element, which commends websites catering to the needs of people with disabilities by facilitating barrier-free access to the Internet and online information.

The fully bi-lingual (Chinese/English) online resource centre, continues to drive our promotional activities. It delivers updated information and assistance to individuals who want to know more about equal opportunities. Whether you are a student completing a school project, someone who had experienced discrimination or a person with visual impairment or other disability, our website provides a range of services so that everyone can enjoy equal access to up-to-date information and advice.





為推廣平等機會，我們於網頁上新增了平機會主席的專訪及分享、解釋反歧視法例的電台節目共28集、及電台訪問共54次。

為了推廣香港的無障礙設施，平機會網站全新增設了「無障礙生活」網頁。新網頁旨在宣揚各個生活層面的無障礙資源，並鼓勵大眾發表有關意見。

《種族歧視條例》自2009年7月全面實施以來，平機會已逐步將主要的資料單張及指引翻譯成六種少數族裔語言，包括印尼語、印度語、尼泊爾語、菲律賓語、泰語及巴基斯坦語，並上載至我們的網頁。

平機會的網頁一站式地向外界展示我們的工作，廣受歡迎。本年度，平機會網站的每月平均點擊率達320萬人次，每月訪客逾78,000名。

### 季刊

《平機會通訊》是中、英對照的季刊，內容包括平等機會的最新投訴個案分析、專題故事、專訪及與平等機會有關的時事議題。每季季刊的發行量超過80,000份，供約12,000位訂閱戶以及廣大市民免費索閱。《平機會通訊》亦備有發聲、點字及網上版。



To step up our public education activities to advance equal opportunities, we added to our website the media interviews and sharing sessions with the EOC Chairperson, 28 radio segments explaining how the anti-discrimination ordinances are applied, and 54 radio interviews on equal opportunities issues.

In order to promote accessibility in Hong Kong, a new webpage entitled “Barrier-free Life” was created. The new webpage aims to promote barrier-free resources covering various aspects of life and encourage discussions on different accessibility issues.

Since the Race Discrimination Ordinance became fully operative in July 2009, the EOC has progressively translated key information leaflets and guides in six ethnic minority languages namely Indonesian, Hindi, Nepali, Tagalog, Thai, and Urdu and uploaded it to our website.

The website offers a window to view all our activities, and is becoming increasingly popular with the public. Its monthly hit rate reached an average of 3.2 million throughout the year. The site had over 78,000 visitors a month.

### Newsletters

The EOC News, our bilingual printed newsletter, includes analyses of some of the latest complaint cases, feature stories, interviews, and news on current issues related to equal opportunities. It has a circulation of over 80,000 and is available to the public for free with around 12,000 regular subscribers per issue. It is also available in audio, Braille, and online versions.

## 最新刊物

平機會製作了多種教育資源，重點介紹了不同層面的反歧視法例及新趨勢，藉此提高市民的認知，並提供消除歧視的資訊和協助。

於2011/12年度我們推出了以下的教育資源：

- 平等機會社會參與資助計劃小冊子（中文及英文）
- 平等機會委員會工作一覽2010/2011（中文及英文）
- 以9種語言（包括中文、英文、印尼語、印度語、尼泊爾語、旁遮普語、菲律賓語、泰語及巴基斯坦語）印製的「人人有書讀」單張
- 少數族裔教育工作小組報告（中文及英文）
- 《殘疾歧視條例僱傭實務守則》修訂本（中文及英文）
- 以8種語言（包括中文、英文、印尼語、印度語、尼泊爾語、菲律賓語、泰語及巴基斯坦語）印製的「地產代理、業主、租客、置業人士應認識的香港反歧視條例」小冊子

## New Publications

In creating new publications, our focus has been on different aspects of the anti-discrimination legislation as well as new developments in the field, with the aim of raising awareness and providing information and assistance in eliminating discrimination.

We developed the following publications in 2011/2012:

- Community Participation Funding Programme on Equal Opportunities booklet (English and Chinese)
- EOC Fact Sheet 2010/2011 (English and Chinese)
- “Education for All” leaflet in nine languages (English, Chinese, Indonesian, Hindi, Nepali, Punjabi, Tagalog, Thai and Urdu)
- Report on the Working Group on Education for Ethnic Minorities (English and Chinese)
- Revised Code of Practice on Employment under the Disability Discrimination Ordinance (English and Chinese)
- “What You Should Know as a Real Estate Agent, Landlord, Tenant, or Home Buyer under Hong Kong’s Anti-Discrimination Ordinances” leaflet in eight languages (English, Chinese, Indonesian, Hindi, Nepali, Tagalog, Thai and Urdu)

