

推廣平等機會



Promoting Equal Opportunities

我們的角色

把平等機會納入主流，一貫是宣傳組的重點工作。委員會積極推廣平等機會價值觀，致力促進公平及包容的社會環境。透過多元化的推廣活動，委員會接觸社會各階層，提高市民的反歧視意識，令更多人支持平等機會，推動正面的改變。

早期教育

委員會一向致力教育香港新一代。本年度，我們為中、小學舉辦了多項活動，向數以十萬計學生，宣揚平等機會的理念和價值觀。

「男女價值觀」全港中學生辯論比賽

這是本港首次以平等機會為題的校際辯論比賽，由委員會與九龍婦女聯合會合辦，於2002年五月舉行，共有43間學校報名參加，十六間學校獲選出賽。我們鼓勵學校透過互聯網，在委員會的網頁上搜集辯題資料。經過四輪賽事，九龍真光中學就「香港的性別歧視非常嚴重」這辯題，在激辯後以正方身份奪得冠軍。

「無定型新人類」計劃

委員會在2002年9月至12月首次推出青少年師友計劃，目的是消除定型觀念帶來的思想障礙。委員會共邀請11位不同行業、成就超卓的知名人士擔任嘉賓導師，包括：電影導演張婉婷女士、立法會議員余若薇女士、立法會主席范徐麗泰女士、香港大學物理系馮漢源教授、立法會議員劉慧卿女士、瑪麗醫院急症部部門運作經理（護士長）羅偉強先生、藝人羅慧娟女士、資深公共事務顧問盧子健博士、歌唱家莫華倫先生、城市當代舞蹈團藝術總監曹誠淵先生及香港小交響樂團音樂總監葉詠詩女士。我們從500多位申請者中，挑選了逾90名中學生參與活動。他們分成小組，到嘉賓導師的辦公地點造訪半天，瞭解他們的工作實況，和在非傳統行業獲取成功之道。

Our Role

Mainstreaming equal opportunities remains central to the work of the promotion team as we aim to cultivate values which foster a fair and inclusive society for all. Our broad range of awareness programmes are designed to reach every member of our community, in raising understanding and support for equal opportunities to achieve positive change.

Early Education

As in previous years, the Commission is committed to educating Hong Kong's new generation. This year, our extensive programme covers primary and secondary schools, delivering the concepts and values of our work to tens of thousands of young students.

Gender Values Youth Debate Competition

Hong Kong's first inter-school debate competition on equal opportunities was jointly organized by the EOC and the Kowloon Women's Organizations Federation in May 2002. Sixteen schools were selected from 43 schools to enter the competition, and they were encouraged to research their topics by learning on-line, via the EOC website. After 4 rounds, Kowloon True Light Middle School emerged as the winner. They debated for the motion, "Sex Discrimination is very Serious in Hong Kong".

Career Challenge

We also initiated our first youth mentorship programme between September and December 2002, a project aimed at breaking down barriers formed by stereotyping. Eleven outstanding achievers from a wide spectrum of professions served as mentors. They were: Mabel CHEUNG, film director; The Hon. Audrey EU Yuet-mee, legislative councillor; The Hon. Rita FAN HSU Lai-tai, President, Legislative Council; Prof. Stevenson FUNG, Professor, Department of Physics, The University of Hong Kong; The Hon. Emily LAU Wai-hing,



平等機會攤位遊戲設計比賽

為了加深中學生對平等機會的認識，委員會於2003年初舉辦了「平等機會攤位遊戲設計比賽」，挑選了17支隊伍，在設計遊戲攤位的過程中，加深他們對平等機會的了解，寓學習於遊戲。委員會更在2003年3月，邀請成績最好的三隊，在推廣兩性平等及《家庭崗位歧視條例》的元朗社區巡迴活動上，展出他們精心設計的遊戲攤位；最後由九龍明愛社區中心贏得冠軍。

戲劇表演

為了把平等機會訊息帶給學生，森林聯盟特別製作了一套預防性騷擾話劇「唔係講笑」，共為12,758位中學生演出50場。

另外，委員會又撥款讓專為兒童而設的非牟利劇團「大細路劇團」，演出「平等細運會」和「學習障礙賽」兩個劇目，以推廣「機會平等 共建社群」的觀念。劇團於2002/03年度，為約7,000名小學生共演出30場。

legislative councillor; Danny LAW, Department Operations Manager (Senior Nursing Officer), Queen Mary Hospital; Jacqueline LAW, artiste; Dr. LO Chi-kin, public affairs consultant; Warren MOK, opera singer; Willy TSAO, Artistic Director, City Contemporary Dance Company; YIP Wing-sie, Music Director, Hong Kong Sinfonietta. More than 90 secondary schools students were selected from some 500 applicants as mentees. The students were divided into small groups and spent half a day with each of the mentors at work, to find out how they had succeeded in their non-traditional fields.

Equal Opportunities Games Booth Design Competition

To enhance secondary school students' understanding of equal opportunities, the EOC held an "Equal Opportunities Games Booth Design Competition" in early 2003. Seventeen teams were selected to design game booths, to make learning about equal opportunities a fun experience. The three teams with the highest scores were invited to showcase their booths at the Yuen Long Roadshow, which promoted gender equality and understanding of the Family Status Discrimination Ordinance, in March 2003. A group of enthusiastic youngsters from the Kowloon Caritas Community Centre won first prize.

Drama Performances

Delivering our message to school students, *This is not a Joke*, a play on the prevention of sexual harassment, was produced by the Forest Union. A total of 50 performances were held for over 12,758 secondary school students.

The Jumbo Kids Theatre, a non-profit theatre troupe for children, received funding from the EOC to perform two plays, *Equal Opportunities Olympics* and *Race Against Special Learning Disabilities* in Hong Kong's primary schools. A total of 30 performances were completed in 2002/03 for about 7,000 students to promote the concept of "Inclusion and Equality for All".



委員會亦自1998年開始，贊助由香港復康會及香港弱能兒童護助會合辦的「街坊小子」木偶劇表演。內容環繞殘疾和男女平等，深受歡迎，曾於504間學校及機構演出。劇團透過輕鬆有趣的表演，在過去五年間，已向94,683名學生傳揚社會多元化的重要性。

本年度，我們亦為不同學校及專上院校的17,400名學生舉辦了76次講座，加深他們對本港反歧視條例和平等機會價值的認識。

深入社群

委員會的重點工作，包括接觸各個界別及階層內，因種種障礙而未能獨立生活人士的社群代表。委員會積極與他們結成夥伴，就社會的情況及問題進行公眾教育。

牆畫

一幅以「機會平等 共建社群」為主題的牆畫，自2002年4月起為何文田愛民邨兒童遊樂場增添繽紛色彩。這是香港首幅平等機會牆畫，由九龍城區議會統籌這項意義重大的計劃，並得到房屋署贊助，畫中顯示一個沒有歧視的和諧社會。

平等機會社會參與資助計劃

承接過去的成功經驗，委員會繼續以資助計劃鼓勵社區參與，支持團體舉辦推廣平等機會的活動。我們在2002/03年度共收到70份資助申請，其中43間機構獲得委員會撥款，資助總額逾615,000港元（有關獲資助機構名單，請參閱附錄8）。

Since 1998, the EOC has also sponsored a series of puppet shows *The Kids on the Block*, organized by the Hong Kong Society for Rehabilitation and the Society for the Relief of Disabled Children. The popular performances, which cover disability and gender equality issues, were staged in 504 primary schools and social service agencies. The shows have stressed the importance of diversity through a fun and enjoyable production to 94,683 youngsters in the past five years.

During the year, we also conducted 76 talks to 17,400 students from different schools and tertiary institutions, raising understanding of Hong Kong's anti-discrimination laws and the values of equal opportunities.

Community Outreach

An essential part of our work is to reach key actors from all sectors and levels in our community which represent people who face barriers to independent living. Partnerships are built to educate the public about current issues and problems.

Mural

In April 2002, the 1st EO mural in Hong Kong, carrying the message of "Inclusion and Equality for All", added colours to the children playground in Oi Man Estate in Homantin. The meaningful project which depicts a harmonious world without discrimination was organized by the Kowloon City District Council and sponsored by the Housing Department.

Community Participation Funding Programme

Following its success in previous years, the EOC continues to offer funding to encourage community participation and support activities promoting the message of equal opportunities. We received 70 applications during the year and allocated over HK\$615,000 to 43 organizations. (See Appendix 8 for organizations funded under this programme.)

社區巡迴活動

委員會分別於深水埗、東區、黃大仙、元朗及大埔舉辦了六次不同主題的社區巡迴活動，宣傳委員會的工作；有關的主題包括男女平等、打破定型觀念、平等就業機會，以及把性別觀點納入主流。

委員會又在2002年10月，假大埔超級城為每年一度的「平等機會博覽」舉行開幕典禮，希望藉着是次活動，鼓勵市民對有長期病、愛滋病或精神病的人士多加接納。博覽為期一個月，期間委員會的多個合作夥伴舉辦了各種活動。

社區發展

委員會及香港童軍總會於2002年9月及10月，合辦了第二屆「平等機會童軍導師發展課程」，目的是透過童軍領袖向總會的74,000名成員灌輸平等機會觀念。



Community Roadshows

Six community roadshows in Shamshuipo, Eastern District, Wong Tai Sin, Yuen Long and Tai Po focused on a number of themes which reflected the work of the Commission. They covered a wide spectrum of issues such as gender equality, breaking stereotypes, equal employment opportunities and the mainstreaming of gender perspectives.

The Commission's annual "Equal Opportunities Expo 2002" was launched at Tai Po Mega Mall last October. The roadshow aimed at promoting acceptance of persons with chronic illnesses, HIV/AIDS or mental illness. A month-long series of events and activities followed with our partners in the community.

Community Development

The 2nd Equal Opportunities Scout Instructors Development Programme, in conjunction with the Scout Association of Hong Kong, was held from September to October 2002. Scout leaders participated in a train-the-trainer development series with the aim of mainstreaming culture of equal opportunities among the Association's 74,000 members.

Media Campaigns

We understand the importance of an effective communications strategy and its impact on different sectors of the community. A broad-based comprehensive plan to disseminate information in the mass media has produced increasing public awareness of our mission.



傳媒宣傳

有效的溝通策略，是每個機構不可或缺的，亦能對社會各界帶來影響。委員會藉着全面的計劃，透過傳媒向社會傳達資訊，讓市民對委員會的使命有更深入的了解。

平等機會大聯盟2002

委員會與新城娛樂台 (FM 99.7) 合辦了暑期青少年活動「平等機會大聯盟2002」並委任深受歡迎的男歌手許志安為平等機會大使，協助我們推動電台、電視及文字媒體方面的宣傳工作。整項計劃包括名為「平等機會檔案」的廣播劇及平等機會主題曲卡拉OK大賽。活動的高潮是，八月在鑽石山荷里活廣場舉行的「沒有歧視的世界」嘉年華會，吸引了數以千計的市民觀賞台上表演及參與攤位遊戲。

許志安大力支持平等機會工作，又參與委員會另一項「放低歧視」大型宣傳活動，主唱第一首平等機會主題曲「沒有歧視的世界」。歌曲由馮翰銘作曲，歐志深填詞。許志安亦在委員會的電台及電視宣傳短片中演出，向黃金時段的聽眾及觀眾傳達反歧視訊息。

2002年10月至11月，委員會在地鐵、九鐵及輕鐵系統推出許志安的「放下歧視」海報宣傳運動。許志安藉着把手放下的動作，鼓勵市民不要歧視，放下偏見，使世界變得更好。

此外，委員會亦繼續以巴士廣告，向市民宣揚平等機會訊息。

電視實況劇集 — 「非常平等任務」

委員會與香港電台聯合製作的第三輯實況劇集「非常平等任務」，於2003年3月至5月期間，連續八星期於無線電視翡翠台播放。該輯實況劇集取材本地的真實歧視個案，生動地解釋了反歧視條例的內容。委員會已於網頁上載這套劇集，供各界收看，亦備有廣東話影帶以供外借。

Equal Opportunities Union 2002

The EOC jointly organized a youth summer project "Equal Opportunities Union 2002" with Metroshowbiz (FM 99.7). Hui Chi-on, one of the most popular male singers in Hong Kong, was appointed Equal Opportunities Ambassador and spearheaded the radio, TV and print media campaign. The project featured a radio drama series entitled "The Equal Opportunities Files" together with an "Equal Opportunities Karaoke Competition". The highlight of the campaign was the Equal Opportunities Carnival held in August at Plaza Hollywood (Diamond Hill), which attracted thousands of participants who joined in the stage performances and enjoyed the game booths.

Hui Chi-on supported the work of the EOC by embarking on another major publicity drive "Put Prejudice Away". He sang the EOC's first theme song "A World Without Discrimination", which was composed by Fung Hon-ming, with lyrics by Au Chi-sum. Hui also starred in an API (Announcement for Public Interest) for radio and TV, which conveyed our anti-discrimination message to prime-time audiences.



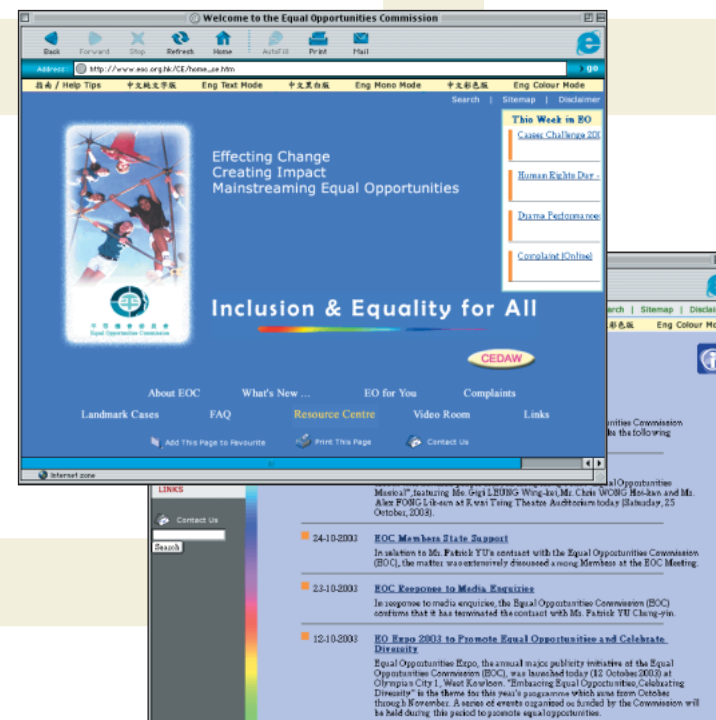
傳媒活動

委員會2002/03年度的傳媒活動，包括回覆傳媒的日常查詢、舉行七次新聞簡報會及記者招待會，並接受傳媒訪問52次。又於2002年4月與葵涌醫院、香港大學新聞及傳媒研究中心、香港中文大學新聞與傳播學院、香港浸會大學傳理學院、香港記者協會及香港新聞行政人員協會合辦傳媒研討會，探討傳媒報道精神病患者的態度及技巧，共吸引約300人參加。

本年度，委員會多篇關於平等機會的文章在教協報及香港經濟日報屬下Career Times上刊登。文章透過生動案例，闡釋了反歧視原則。讀者對有關文章均作出正面的評價。

網上資源中心

委員會的網站為全面的雙語 (中/英文) 資源中心，一向為各界提供本港及全球各地的最新平等機會資訊。網站為委員會的重要宣傳途徑，深受學生、研究人員和支持委員會工作的人士擁護。



A month-long poster ad campaign featuring Hui was seen by over 2 million commuters at Hong Kong's mass transit systems (MTR, KCR and LRT stations) later in October and November 2002. In the huge, eye-catching poster, Hui removes his hand from his eye, showing that when people put aside their prejudices, they will be able to see a complete and beautiful world.

In addition, bus advertisements conveying the equal opportunities message remained visible in the public eye.

TV Docu-drama – "A Mission for Equal Opportunities"

"A Mission for Equal Opportunities", our third TV docu-drama series was jointly developed by the EOC and Radio Television Hong Kong, and ran for eight weeks from March to May 2003 on TVB Jade. The eight episodes highlighted real life stories on discrimination and explained the anti-discrimination ordinances in a lively format. The series is now available on the EOC website and is also for loan on video in Cantonese.

Media Activities

In 2002/03, our media activities included answering daily media enquiries, seven news briefings and conferences as well as 52 media interviews. A media seminar was also organized in conjunction with the Kwai Chung Hospital, Journalism & Media Studies Centre of The University of Hong Kong, School of Journalism and Communication of The Chinese University of Hong Kong, School of Communication of Hong Kong Baptist University, Hong Kong Journalists' Association and Hong Kong News Executives' Association in April 2002. The workshop focused on media attitudes and skills in reporting mental illnesses. Around 300 participants joined this seminar.

The EOC also contributed articles on equal opportunities to the Hong Kong Career Times and PTU News (a publication of the Hong Kong Professional Teachers' Union) on a regular basis, to illustrate anti-discrimination principles through case studies. The articles have received positive feedback from readers.



公眾教育活動

講座
委員會於2002/03年度共主講了256場講座，並接待18個到訪團體。講座的參加者來自政府部門、本地及海外的非政府組織、大專院校及商業機構；討論內容除涉及反歧視條例外，亦包括其他歧視和平等機會問題。

為了讓更多市民瞭解本港的反歧視條例，委員會於本年內繼續為市民舉辦「周六講座」活動。

研討會

委員會於2002年6月，以推行融合教育為主題，舉辦「共同學習、各展所長」教育研討會。會上，逾400名海外專家、學校校長、老師、家長和教育部門代表聚首一堂，交流及探討如何推行融合教育，以配合有特殊學習障礙學生的需要。



On-line Resource Centre

The EOC website, a fully bi-lingual (Chinese/English) on-line resource centre continues to deliver up-to-date information on equal opportunities issues in Hong Kong and around the world. The website is an important promotional tool for the Commission, and has proved popular with students, researchers and supporters of our work.

Public Education Programmes

Talks

In 2002/03 we conducted 256 talks to interested groups and received 18 group visits to the Commission. Participants came from government departments, local and overseas non-governmental organizations, tertiary institutions and the business sector. Apart from the anti-discrimination ordinances, the discussions covered a full spectrum of issues on discrimination and equal opportunities.

To enhance greater understanding of Hong Kong's existing anti-discrimination ordinances, we also continued our "Saturday Talks" programme during the year.

Conferences

In June 2002, the EOC organized an educational seminar titled "Learning Together: Accommodating Different Needs" to discuss the implementation of integrated education in Hong Kong. Overseas experts, school principals, teachers, parents and education officials exchanged views on ways to implement integrated education to accommodate students

平等機會委員會通訊

委員會透過中英對照的季刊《平等機會委員會通訊》，定期向公眾報道委員會的最新動態和活動，並刊載與反歧視條例有關的個案。《通訊》發行量逾八萬份，免費供市民索閱，又備有點字及網上版本。

出版刊物

委員會於2002/03年度，出版了多種以不同角度介紹反歧視法例的刊物，當中包括年內受到廣泛討論的課題。這些刊物為公眾提供有關消除歧視的資訊及協助，包括：

- 中小型企業平等機會資料套
- 殘疾與教育系列（共4份單張）
- 與反歧視法例有關的保險問題討論文件
- 「分析課本與教材內定型觀念」研究（研究摘要）
- 《學生對性別定型及家庭崗位的態度》基線研究報告
- 《學生對殘疾人士的態度》基線研究報告
- 《本港精神健康服務使用者對歧視的看法及體會》研究報告
- 委員會2001/02年度年報
- 與反歧視法例有關的保險問題公眾諮詢（單張）
- 平等機會博覽2002（單張）

with specific learning disabilities. Over 400 participants attended the conference.

Newsletters

EOC News, our quarterly bilingual newsletter, provides a regular update of our programmes and activities as well as case studies under the anti-discrimination ordinances. The EOC News boasts a circulation of over 80,000 copies, available free of charge to members of the public. Braille and on-line versions are also available.

New Publications

Publications focusing on the different aspects of the anti-discrimination legislation were published during the year. These help to provide information and assistance in eliminating discrimination, and are designed to focus on the prevailing issues in the year. They include:

- Equal Opportunities Essentials Kit for Small to Medium Enterprises
- Disability and Education Series (4 leaflets)
- Discussion Paper on Insurance Issues under the Anti-discrimination Legislation
- Research on Content Analysis of Textbooks and Teaching Materials in Respect of Stereotypes (Executive Summary)
- Baseline Survey of Students' Attitudes toward Gender Stereotypes and Family Roles
- Baseline Survey of Students' Attitudes toward People with a Disability
- A Study of Mental Health Service Users' Perception and Experience of Discrimination in Hong Kong
- Annual Report 2001/02
- Public Consultation on Insurance Issues under the Anti-Discrimination Legislation (pamphlet)
- Equal Opportunities Expo 2002 (pamphlet)

