

### 3.3 透過宣傳及公眾教育提升性別意識

雖然傳統思維不斷轉變，但社會人士對兩性的角色、價值觀、形象和能力的看法，仍然存有相當的偏見和誤解，令女性未能全面發揮潛能。為了改變大眾根深蒂固的偏見觀念，婦女事務委員會一直致力推行公眾教育及宣傳活動，消除性別定型和偏見，以及喚起公眾對婦女事務的關注。

#### 3.3.1 國際婦女節

婦女事務委員會藉著「國際婦女節」（每年三月八日）這個寶貴機會，提升公眾對婦女共同關注的課題的認識。多年來，我們一再藉著這節日，喚起本地社會對性別議題的關注。

委員會在2004年慶祝國際婦女節，推出了「自在人生自學計劃」（「自學計劃」），該計劃旋即成為一個深受歡迎和得到關注的項目。

### 3.3 Promoting Gender Awareness through Publicity and Public Education

Despite continuous changes in traditional thinking, society may still harbour considerable prejudices and misunderstanding about the roles, values, images and capabilities of the two sexes that hinder women from developing their full potential. To change these deeply-entrenched misconceptions, the Women's Commission has devoted a lot of effort in public education and publicity with an aim to reduce gender prejudice and stereotyping, as well as to raise public awareness of women-related issues.

#### 3.3.1 International Women's Day

International Women's Day (8 March every year) is a valuable opportunity for the Women's Commission to raise public awareness on various issues of common concern to women. Over the years, we have repeatedly used these occasions to help draw more attention to gender issues in the local community.

In 2004, the Commission celebrated International Women's Day by launching the Capacity Building Mileage Programme (CBMP), which immediately established itself as a popular and high-profile initiative.



在2005年的國際婦女節，我們與香港教育城及香港電台第二台合辦「香港女性：生活和諧與平衡」學生創作賽的頒獎典禮，頒發獎項予16名得獎者。

委員會為慶祝2006年國際婦女節，再次舉行慶祝酒會，招待來自婦女團體和社會不同界別的嘉賓。會上同時舉行一個名為「攜手共建和諧社會」的小型展覽，展示婦女團體和社區組織的各項工作，讓各界更了解婦女在促進家庭和社會和諧方面的貢獻。

在2007年國際婦女節，委員會慶祝「自學計劃」推出三周年，表揚這個能夠改變生命的計劃。我們又藉此機會，啟動《華彩半邊天》系列活動，包括舉辦展覽及推出名為《華彩半邊天》的電視特輯，以慶祝香港特別行政區成立十周年。

On International Women's Day 2005, the 16 winners of the *Women in Hong Kong: Harmony and Balance Creative Competition*, organised in association with the Hong Kong Education City Limited and the Radio Television Hong Kong Radio 2, were awarded at our celebratory reception.

To celebrate International Women's Day 2006, the Commission again held a reception with guests from women's organisations and various sectors of the community. The occasion marked the launch of a mini-exhibition showcasing projects and programmes organised by women's organisations and community groups that raise awareness of women's contributions towards promoting family and social harmony.

On International Women's Day 2007, the Commission celebrated the third anniversary of the CBMP, and paid tribute to the life-changing power of this unique programme. We also took the opportunity to kick-start the Commission's *Colourful Lives of Women* series of activities to celebrate the 10th anniversary of the establishment of the HKSAR by launching an exhibition and a TV series also called *Colourful Lives of Women*.



2004、2005及2006年的國際婦女節慶祝活動  
Celebration activities of International Women's Day 2004, 2005 and 2006



此外，委員會自2004年起，每年均於國際婦女節當天在多份中文及英文報章刊登特刊，回顧委員會於過去一年的工作，使公眾更了解我們工作的同時，亦可提升公眾對性別議題的認識。自2006年起，我們每年亦於國際婦女節期間推出電台宣傳活動，提醒公眾國際婦女節這個重要日子，並喚起公眾對不同性別議題的認知。

我們自2005年起亦有出版單張，介紹不同團體及社區組織於國際婦女節期間所舉辦與婦女相關的活動，藉以引起公眾對婦女議題的關注，並鼓勵公眾的參與。

### 3.3.2 電視特輯

#### 《女人多自在》

我們其中一項公眾教育項目，是在2002至2005年期間，與香港電台攜手製作了三輯《女人多自在》電視特輯。在2004年於無線電視翡翠台播放的《女人多自在II》是第一輯的延續，劇中的主要女性角色在新一輯中面對日常生活帶來的挑戰。她們在生活中

In addition, newspaper supplements have been issued in several Chinese and English newspapers on International Women's Day every year since 2004. The supplements serve as an annual summary of the work of the Commission, so that the public can better understand our work while public awareness on gender issues is enhanced at the same time. A radio publicity campaign has also been launched around International Women's Day each year since 2006 to remind the public about the special occasion and arouse awareness on various gender issues.

Since 2005, leaflets showing various women-related activities organised by various organisations and community groups have been published around International Women's Day to draw the public's attention to women-related issues and encourage public participation in such activities.

### 3.3.2 TV Series

#### *Women with Dreams*

As part of our public education effort, the Women's Commission has jointly produced with the Radio Television Hong Kong (RTHK) three seasons of the TV series *Women with Dreams* from 2002 to 2005.

*Women with Dreams II*, a drama series broadcast in 2004 on TVB Jade, was a continuation of Season One, with the same set of main female



2007年的國際婦女節慶祝活動  
Celebration activity of International Women's Day 2007



遇到性別成見和障礙，同時亦嘗試從新的角度去處理這些問題。至於《女人多自在III》則是一套包括十個獨立故事的實況劇，探討各位女性受訪者的生活經歷和遭遇，內容涉及增強女性能力、性別認知、關愛家庭、婦女安全、性別成見和障礙等多個題材。《女人多自在III》於2006年2月12日至4月16日，每逢星期日在無線電視翡翠台播放。

自2002年底啟播以來，三輯《女人多自在》一再獲獎無數，尤其它以增強婦女能力為主題，更為國際稱頌。

characters facing new challenges in their everyday lives. They encountered gender prejudices and barriers and tackled them from a new perspective. *Women with Dreams III*, on the other hand, was a docu-drama with ten independent stories examining the experiences and encounters of various female interviewees. Issues such as women's capacity building, gender awareness, caring families, women's safety, gender prejudices and barriers were presented and discussed when the series was broadcast every Sunday from 12 February to 16 April 2006 on TVB Jade.

Since it was first aired at the end of 2002, this pioneering TV series has become a multiple award winner, recognised internationally for its themes of female empowerment and capacity building.



《女人多自在III》(中)及《華彩半邊天》(下) 電視特輯宣傳活動  
Promotion activities of TV series *Women with Dreams III* (middle) and *Colourful Lives of Women* (bottom)



表 TABLE

## 3.5

## 《女人多自在 II》及《女人多自在 III》所獲得的獎項 Awards received by the TV series *Women with Dreams II and III*

《女人多自在 II》：天若有晴

*Women with Dreams II: Come Sunshine*

- The Videographer Awards TV/SERIES-DRAMATIC – Award of Excellence
- 2004 曙光獎(導演金獎)  
2004 Aurora Awards – Gold Award (Directing)
- 第40屆芝加哥國際電視節 — 導演金獎  
40th Chicago International Television Competition – Gold Plaque (Directing)
- 2005 The Accolade Competition (Dramatic Impact) – Honourable Mention
- 26th Telly Awards – Bronze Telly

《女人多自在 II》：你快樂·所以我快樂

*Women with Dreams II: If you're happy, I feel happy too...*

- 第52屆哥倫布國際電影及電視節 — 銅獎  
52nd Columbus International Film & Video Festival (The Chris Awards) – Bronze Plaque

《女人多自在 II》：對不對·好不好

*Women with Dreams II: After All These Years*

- 第52屆哥倫布國際電影及電視節 — 銅獎  
52nd Columbus International Film & Video Festival (The Chris Awards) – Bronze Plaque

《女人多自在 III》：如果你相信童話

*Women with Dreams III: If You Believe in Fairy Tales*

- 國際電影及電視節 — 攝影金獎  
International Film & Video Festival – Gold Camera Award
- 2006年芝加哥國際電視節 — 銀獎  
Chicago International Television Awards (2006) – Silver Plaque
- 2006年芝加哥國際電視節 — 優異獎  
Chicago International Television Awards (2006) – Certificate of Merit
- 柏克萊電影電視節 — 優異獎  
Berkeley Video & Film Festival – Honourable Mention

《女人多自在 III》：相模少女

*Women with Dreams III: Sumo Girls*

- New York Festivals 2007入圍作品  
New York Festivals 2007 – Finalist Certificate
- 第42屆芝加哥國際傳播影視展 — 銀獎  
42nd Intercom Competition – Silver Plaque
- 柏克萊電影電視節 — 最佳獎  
Berkeley Video & Film Festival – Best of Festival

### 《華彩半邊天》

為了慶祝香港特別行政區成立十周年，委員會與香港電台聯合製作了一套24集的《華彩半邊天》電視特輯，介紹本地婦女團體和非政府組織於增強婦女能力方面的成果和貢獻。該電視特輯旨在表揚婦女團體和非政府組織持續不懈地協助婦女建立自信和自主，活出更精彩的人生。特輯合共介紹了31個來自26個婦女團體和非政府組織的工作計劃，而每集均環繞增強婦女能力方面的不同副題，包括工作與生活的平衡、家庭主婦、殘疾婦女和婦女健康等。電視特輯的24個副題詳列於附錄。

### Colourful Lives of Women

To celebrate the 10th anniversary of the establishment of the HKSAR, the Commission co-produced with RTHK a 24-episode TV series *Colourful Lives of Women* to showcase the achievements and contributions of local women's groups and NGOs in empowering women. It aims to salute women's groups and NGOs which have contributed continuously in helping women to build up self-confidence and independence, and live a more colourful life. A total of 31 projects from 26 women's groups and NGOs were featured in the TV series. Each of the 24 episodes of the TV series carried a different sub-theme under empowerment of women, including such topics as work-life balance, housewives, women with disabilities, and women's health. A complete list of the 24 sub-themes is included in the Appendix.

## 華彩半邊天 — 女性自強紀錄片 十年•風采依然

香港，一個富有英國殖民地色彩的地方，深受西方思想的影響，男女平等這個觀念，在整個亞洲而言，絕對可稱得上是走在前方。2007年3月，「國際商業問卷調查報告2007」在全球32個國家或地區，就各區域的女性掌管管理階層要職的企業調查數字顯示，香港有83%的企業任命女性為管理層的重要職務，排名第五，統計說明了香港女性的超然地位。

2007年，對於香港的婦女而言，有着另一個更深層次的意義。自香港回歸祖國十年，婦女的角色定位更加值得我們去關注。一方面，無可否認，香港女性的知識水平一般比較起內地婦女為高，根據「香港女性現況2006」報告顯示，1966年後出生的女性，早已跟男性入讀初中的數字相若，到了2001年，女性入讀初中的數字，更加已經超越男性的比率，能夠升上大學的，更加高出2.7%。另一方面，不能忽視的是，香港仍存在着不少弱勢婦女，尤其是一些傳統的觀念或包袱，往往成為弱勢婦女自強的無形障礙。因此，回歸之後的香港，在婦女定位而言，又是另一個值得注意的議題。

轉眼十年，2007年，正好給我們做一個影像記錄。香港電台電視部與婦女事務委員會攜手，就社會上不同階層、不同團體、不同意向的香港女性製作了一連24集短片，紀錄了她們不屈不朽的精神和面貌。透過攝錄機向婦女們問好：「妳們今天還好嗎？」

比較起五千年的傳統文化，畢竟，香港只受了一百五十多年的西方婦女平等思想教育。今時今日的中國，在各方面的發展都一日千里，2008年更是中國展示國力的奧運年，中國藉此叫全世界都看得瞠目結舌，拿金牌的女將比比皆是。國歌聲中，女權會因此而提升？抑或，只是歌舞昇平，婦女在沉重的傳統文化巨輪之下，依然只被視為是「主婦」的期望？

當香港婦女碰上這個思想巨輪的時候，又會有甚麼深遠的影響？能否跟以往一樣走在前方，自強不息？祈待著我們一起緊隨另一個十年的變化，「風采依然」。

香港電台電視部監製  
張少馨

### Colourful Lives of Women A Documentary on Self-empowerment of Women Still Marvelous after Ten Years

Hong Kong is a place with a treasure of British colonial heritage where western thinking is deeply woven into the social fabric. Within Asia, Hong Kong is definitely a forerunner in championing gender equality. According to the "International Business Report 2007" released in March 2007, a survey on women in managerial positions in enterprises in 32 countries / regions around the world revealed that Hong Kong had ranked fifth with 83% of its enterprises having women appointed to important managerial positions. The finding shows that women in Hong Kong do enjoy high status in society.

For women in Hong Kong, the year of 2007 carries a deeper significance. Ten years after the reunification of Hong Kong with the Mainland, the issue of women's positioning deserves our greater attention. It is indisputable that women in Hong Kong in general have a higher education level than women in the Mainland. A report entitled "The Status of Women and Girls in Hong Kong 2006" has revealed that females born after 1966 and having attended junior secondary school are comparable in number to their male counterparts. Towards 2001,



there were even more female than male junior secondary students, and female university students had outnumbered their male counterparts by 2.7%. That said, we cannot overlook the fact that there are still many disadvantaged women in Hong Kong. And they are often hindered from self-empowerment by the invisible barriers of traditional mindsets and burdens. It is in this light that women's status has become an issue worthy of concern in the post-reunification of Hong Kong.

Ten years have elapsed and 2007 was an opportune time for us to document our developments in image. The Public Affairs Television Division of the Radio Television Hong Kong joined hands with the Women's Commission to produce a 24-episode series featuring Hong Kong's women of different social strata, different organisations and different perspectives, and showcasing their stamina and resilience. Through our camera, we extended our greetings to all women in Hong Kong – "How are you doing today?"

The Chinese traditional culture has a history of 5,000 years, but Hong Kong has come under the influence of the western concept of gender equality for about 150 years only. Tremendous developments in myriad domains are taking place in China every day. Particularly in 2008, it was the Olympic year and China had impressed the world with her national strength in organising a seamless and spectacular Olympic Games. There were many female gold medalists in the Chinese team. In the sound of our national anthem, how would we see the issue of women's rights? Would women still be expected to play the role of a housewife in accordance with the deep-rooted traditional culture, when the joyful moments subsided?

What would be long-term consequences when women are encountering this deep-rooted culture? Will they be able to keep up the pace to grow from strength to strength? I do look forward to walking through the next decade with all of us and still be who we are.

Sheila CHEUNG  
Executive Producer  
Radio Television Hong Kong  
(The English version is a translation.)

### 3.3.3 研討會及論壇

婦女事務委員會自成立以來，定期舉行研討會及論壇，藉以提倡性別平等和回應與婦女日常生活息息相關的社會議題。

#### 「防止性騷擾—大學論壇」

2004年8月17日，來自香港的專上學院代表及大學生出席了由婦女事務委員會及平等機會委員會合辦的首個「防止性騷擾—大學論壇」。

是次論壇不單提供了寶貴的機會，讓參加者交流意見，亦同時推廣學生對校園性騷擾的預防和認識。論壇的討論內容包括預防措施的需要、公眾教育，以及團體之間的協作可能，從而解決學生社群中的性騷擾問題。

### 3.3.3 Conferences and Forums

Since our inception, the Women's Commission has held regular conferences and forums to help publicise the need for gender equality and address social issues related to women's everyday lives.

#### *Forum on Preventing Sexual Harassment in Universities*

Organised by the Women's Commission in partnership with the Equal Opportunities Commission on 17 August 2004, representatives of Hong Kong's tertiary institutes and university students attended the first *Forum on Preventing Sexual Harassment in Universities*.

The *Forum* provided a valuable opportunity for participants to exchange views, while also promoting students' awareness and prevention of sexual harassment within the campus environment. Discussions during the *Forum* included the need for preventive measures, public education and the possibility of collaboration among organisations to address the issue of sexual harassment in student communities.

### 「婦女團體如何領導社會資本的發展及社區建設」分享會

2005年6月30日，委員會與社區投資共享基金會聯手舉辦了一個工作坊，協助婦女團體發展以社區為本的項目，共建和諧共融的社會，進一步增強本地婦女組織的能力。這個名為「婦女團體如何領導社會資本的發展及社區建設」的分享會，旨在鼓勵婦女團體於增強婦女能力、社區建設和發展社會資本方面交流經驗。參加者可藉著這次分享會探討婦女團體在社會發展方面所擔當的角色，探索撰寫計劃書的竅門，以進一步發掘婦女作為發展社會資本及帶動社會轉變的媒介的潛能。

### 「攜手共建和諧社會」研討會

委員會於2006年6月18日及19日舉辦了「攜手共建和諧社會」研討會，吸引了400多名來自香港和內地的參加者。是次研討會除了總結委員會成立首五年的工作外，更藉此機會讓社會各界關注婦女事務的人士可以更深入討論與婦女福祉相關的課題，共同探討促進兩性平等、提升婦女地位的未來方向和策略。

研討會由行政長官曾蔭權先生和當時的全國人民代表大會常務委員會副委員長及中華全國婦女聯合會主席顧秀蓮女士主持開幕儀式。研討會為期兩天，包括以「性別觀點主流化及婦女參與決策」和「建立社會夥伴關係及增強婦女能力」為題的兩場全體會議，而參加者亦於分組討論環節熱烈討論各項與婦女相關的議題。研討會同時設有小型展覽，介紹社會服務機構和婦女組織就婦女發展方面的工作項目和成就。

### Workshop on How Women Groups Lead the Development of Social Capital and Community Building

The Commission and the Community Investment and Inclusion Fund Committee jointly organised a workshop on 30 June 2005 to help women's groups develop their community-based projects to build up an inclusive and harmonious society and further empower local women's groups. Entitled *How Women Groups Lead the Development of Social Capital and Community Building*, the workshop particularly sought to promote the exchange of experience between women's groups in empowering women, community building and development of social capital. Participants were also able to explore the role that women's groups play in societal development, and learn practical skills in designing project proposals that can further develop women's potential as builders of social capital and agents of change.

### Conference on Together We Build a Harmonious Community

On 18 and 19 June 2006, the Commission hosted a high-profile conference on *Together We Build a Harmonious Community*. The *Conference*, which attracted over 400 delegates from Hong Kong and the Mainland, reviewed the Commission's work in our first five years, and provided an opportunity for people from all sectors who were concerned about women's issues to discuss issues related to the well-being of women and to explore future directions and strategies to promote gender equality and the status of women.

Officiated by the Chief Executive Mr. Donald Tsang, and the then Vice-Chairperson of the Standing Committee of the National People's Congress of China and President of the All-China Women's Federation, Madam Gu Xiulian, the two-day *Conference* featured two plenary sessions on "gender mainstreaming and women's participation in decision-making" and "social partnership and empowerment", as well as lively discussions during breakout sessions. A mini-exhibition was also set up alongside the *Conference* to showcase the achievements and projects related to the development of women by social service agencies and women's groups.





是次研討會設有「研討會前活動」，兩個環節包括播放《女人多自在》精華版與映後座談，以及「男士參與家庭的角色」分享會。超過一百名參加者出席了「研討會前活動」，並熱烈地交流意見。

#### 「強化香港家庭 — 認識、承擔與行動」研討會

委員會於2006年9月5日與香港特區政府中央政策組及香港大學家庭研究院聯合舉辦了「強化香港家庭—認識、承擔與行動」研討會。研討會除了設有兩個主題演講環節，回顧全球及本地的最新趨勢外，同時設有多個分組討論環節，探討包括平衡工作與家庭、家長教育、地區為本的家庭工作策略，以及建立低收入家庭逆境自強的能力等課題。

#### 「開明僱主齊創造 • 家庭友善工作間」研討會

委員會於2007年6月1日與勞工處、香港人力管理資源學會、香港人才管理協會和香港社會服務聯合會合辦了「開明僱主齊創造 • 家庭友善工作間」研討會，藉以進一步推動於工作間實行家庭友善僱用政策及措施。約350名商界人士和從事人力資源的專業人士出席了研討會，而委員會亦就家庭友善僱用政策及措施的重要性發表了演講。

Pre-conference events were also held, including a film show on *Women with Dreams* and post-film show discussion, and a sharing session on men's participation in families. Over a hundred people attended these events and enthusiastically shared their views.

#### Conference on Strengthening Hong Kong's Families – Awareness, Commitment and Action

On 5 September 2006, the Commission collaborated with the Central Policy Unit of the HKSARG and the HKU Family Institute to organise a conference on *Strengthening Hong Kong's Families – Awareness, Commitment and Action*. In addition to two keynote speeches, which reviewed global and local trends respectively, the *Conference* featured informative breakout sessions addressing issues such as work-family balance, parenting education, a district-based approach in tackling family problems, and building resilience in low-income families.

#### Seminar on Family-friendly Employment Practices

The Commission co-organised with the Labour Department, the Hong Kong Institute of Human Resources Management, the Hong Kong People Management Association and the Hong Kong Council on Social Service on 1 June 2007 a *Seminar on Family-friendly Employment Practices* to further strengthen the efforts to promote family-friendly employment policies and practices (FEPP) in the workplace. Some 350 participants from the business sector and human resources professionals attended the *Seminar* and the Commission also delivered a talk on the importance of FEPP.



### 3.3.4 展覽

#### 「華彩半邊天 — 2007年國際婦女節展覽」

為慶祝香港特別行政區成立十周年，婦女事務委員會於2007年舉辦一系列名為《華彩半邊天》的活動，以表揚各界，特別是婦女團體在增強婦女能力方面的貢獻。

委員會在2007年國際婦女節當天啟動《華彩半邊天》系列活動，並同時在香港大會堂舉行「華彩半邊天 — 2007年國際婦女節展覽」及推出電視特輯。展覽介紹了委員會在增強婦女能力方面的工作，以及展出各婦女團體和非政府組織在這方面所推展的計劃和服務。展覽共展出了135個來自66個本地婦女團體、非政府組織及社會服務機構的工作計劃，同時亦展出了由婦女創作的藝術品和工藝品。

#### 「香港女性飛躍百年展」

委員會於2007年11月30日至12月3日在香港會議展覽中心舉行「香港女性飛躍百年展」，作為我們連串慶祝香港特別行政區成立十周年的活動的壓軸項目。展覽分為「婦女的生活故事」、「女性第一」、「本

### 3.3.4 Exhibitions

#### *Colourful Lives of Women – IWD 2007 Exhibition on Empowerment of Women*

To celebrate the 10th anniversary of the establishment of the HKSAR, the Women's Commission organised a series of activities entitled *Colourful Lives of Women* in 2007 to give recognition to the contribution of all sectors, in particular women's groups, in empowering women.

The series of activities was kicked off on International Women's Day 2007 by launching the *Colourful Lives of Women – IWD 2007 Exhibition on Empowerment of Women* and a TV series at the Hong Kong City Hall. The *Exhibition* introduced the Commission's works as well as projects and services of women's groups and NGOs on empowerment of women. A total of 135 projects from 66 women's groups, NGOs and social services agencies, as well as arts and crafts works of women were featured.

#### *Exhibition on Women of Hong Kong – A Century of Contribution and Development*

Designed to conclude the Commission's series of activities to celebrate the 10th anniversary of the establishment of the HKSAR, the *Exhibition on Women of Hong Kong – A Century of Contribution and Development* was held from 30 November to 3 December 2007 at the Hong Kong Convention and Exhibition Centre. Consisting of four zones – namely,



地女性權益大事」，以及「女童的文化生活」四個展區，展現了香港婦女於20世紀不同年代的生活點滴。

參觀人士給予展覽非常高的評價，認為資訊與教育並重。許多學校、婦女團體、長者中心和家庭服務中心亦組團參加展覽的免費導賞服務，加強對香港婦女發展的認識。為了加強公眾教育的果效，委員會在展覽期間亦推出電台宣傳活動，以及在報章發表一系列的文章，引發公眾對不同課題的討論，例如職場上是否存在玻璃天花板、男女的家庭角色分工等。此外，委員會亦於展覽期間舉辦徵文比賽，邀請公眾及學生在參觀展覽之後思考性別課題及發表意見，加強公眾的性別認知。

展品於展覽結束之後送交位於北京的中國婦女兒童博物館擺放。該博物館是中國首間以婦女及兒童為專題的國家級博物館。

"Stories of Women", "The First Women in ...", "Key Achievements in Promoting Local Women's Rights and Interests", and "the Cultural Life of Girl-child" – the *Exhibition* charted the experiences of women in Hong Kong through different periods of time in the 20th century.

The *Exhibition* was well patronised by the public, and visitors found it informative and educational. Many schools, women's groups, elderly centres and family services centres also joined the free guided tour service to gain a deeper understanding of women development in Hong Kong. To maximize the impact of public education, a radio publicity campaign with a series of newspaper articles was also launched around the time of the *Exhibition* to arouse discussion on topics such as glass ceiling in the workplace and division of familial roles between women and men. An essay competition was also organised alongside the *Exhibition* to invite members of the public and students to reflect on gender issues and to express their views after visiting the *Exhibition* so as to further enhance gender awareness among the public.

After the *Exhibition* in Hong Kong, the exhibits were delivered to Beijing for display at the China Women and Children's Museum. The Museum is the first national museum dedicated to women and children in China.



「香港女性飛躍百年展」的主禮嘉賓於開幕典禮後參觀展覽。  
 Officiating guests for the *Exhibition on Women of Hong Kong – A Century of Contribution and Development* visited the *Exhibition* after the opening ceremony.



嘉賓講者華慧娜女士就「內外兼美」這個題目與參觀展覽的公眾分享經驗。  
 Guest speaker Mrs. Vera Waters shared her experience on the topic Intrinsic Beauty and Grooming with visitors to the *Exhibition*.

### 3.3.5 培養年青人的性別意識

婦女事務委員會相信要令消除性別定型的工作有成效和得以持續，必須從人生的早段開始。因此，我們推動了多項協作項目，藉以提高學校教育和學生的性別意識。其中，我們定期與教育局（前教育統籌局）就課程發展交換意見，並舉辦不同形式的比賽，讓學生可以透過有趣的方式，反省性別相關的課題。

#### 通識教育課程發展

委員會相信自幼培養性別意識既重要且有效用。因此，在學校推動性別意識是委員會的優先工作之一。我們一直與教育局和前教育統籌局定期溝通，從性別角度對課程發展提出意見，希望向學生灌輸正確的性別意識和消除性別定型觀念，以收潛移默化之效。例如，委員會曾與教育局開會討論，於新高中課程下新設的通識教育科中加入性別意識，並對課程缺乏特定的性別課題，包括家庭與人生價值、家庭暴力等，尤其表示關注。經過多次討論後，教育局其後在通識教育課程中加入了一系列的性別議題和融入性別角度，而我們亦就中學通識教育課程的教學和教學資源持續向該局提供了意見。

### 3.3.5 Cultivating Gender Values among Youngsters

The Women's Commission believes that elimination of gender stereotyping must start early in life in order to be effective and enduring. To this end, we have championed a number of collaborative efforts to enhance gender awareness in school education and among students. Among these efforts, we regularly exchange with the Education Bureau (EDB) (then Education and Manpower Bureau, EMB) on curriculum development, and organise competitions to engage students and help them appreciate gender-related issues in an enjoyable way.

#### Curriculum Development of Liberal Studies

Recognising the importance and effectiveness of building gender awareness in the early stages of life, the Commission puts gender awareness in schools as a priority issue. We maintain regular dialogues with EDB and the then EMB and provide advice on the development of the curriculum from the gender perspective, in order to promote gender awareness and reduce gender stereotyping of students with a sustainable impact. For example, meetings were held to discuss the incorporation of gender awareness in the new subject of Liberal Studies in the New Senior Secondary Curriculum. In particular, we expressed our concerns about the absence of specific gender awareness issues in the curriculum, including family and life values, and domestic violence. After substantive dialogue between the Commission and the then EMB, the Liberal Studies curriculum was revised to incorporate a broad range of gender issues and perspectives. We were also invited to contribute, on an ongoing basis, to the pool of learning and teaching resources for Liberal Studies in secondary schools.



「香港女性飛躍百年展」徵文比賽頒獎典禮

Award presentation ceremony of the Essay Competition of the *Exhibition on Women of Hong Kong – A Century of Contribution and Development*

**「香港女性：生活和諧與平衡」學生創作賽**

2004年12月，委員會與香港教育城及香港電台第二台合辦「香港女性：生活和諧與平衡」學生創作賽。

這項啟發思考的比賽邀請中小學生反思與婦女相關的課題，並對婦女於現今世界的角色、挑戰和障礙等議題發表意見。共有40間中學和小學參加了是次比賽，提交了超過160件包括靜態和動態內容的作品。委員會在2005年國際婦女節慶祝酒會上向16位得獎同學頒發獎項。

**「全港大專生性別認知迎新遊戲設計比賽」**

2005年7月，婦女事務委員會與平等機會委員會合辦全港首個「全港大專生性別認知迎新遊戲設計比賽」，旨在加深大專生對校園內的性別平等問題的認識，從而預防校園內發生的性騷擾事件。比賽參加者需要設計既有趣吸引，而又可推廣性別平等觀念和性別意識的遊戲。

我們從一眾遊戲設計計劃書中，挑選了五隊參賽隊伍入圍，參加於2005年7月21日假灣仔戴麟趾夫人體育館舉行的決賽。

**Women in Hong Kong: Harmony and Balance Creative Competition**

In December 2004, the Commission joined hands with Hong Kong Education City and Radio Television Hong Kong Radio 2 to launch the *Women in Hong Kong: Harmony and Balance Creative Competition*.

This thought-provoking competition invited primary and secondary school students to consider women-related issues and express their ideas on how they see the roles, challenges and barriers of women in today's world. Forty primary and secondary schools joined the contest and more than 160 submissions were received, including both static and animated entries. The 16 winners were awarded at the Commission's reception to mark the International Women's Day on 8 March 2005.

**Orientation Camp Game Design Contest to Promote Gender Awareness**

In July 2005, the Women's Commission also collaborated with the Equal Opportunities Commission to launch Hong Kong's first-ever *Orientation Camp Game Design Contest to Promote Gender Awareness*. Intended to promote a deeper understanding of gender equality within the environment of tertiary institutes, and hence prevent incidents of sexual harassment on campus, the contest challenged participants to devise fun and interesting games that could help promote the concept of gender equality and gender awareness.

Based on the written game design proposals submitted, five teams were selected to compete in the finals of the contest, which was held at the Lady Trench Training Centre in Wanchai on 21 July 2005.



「香港女性：生活和諧與平衡」學生創作賽小學組得獎者  
Winners of the Primary Schools Section of the *Women in Hong Kong: Harmony and Balance Creative Competition*



「全港大專生性別認知迎新遊戲設計比賽」  
*Orientation Camp Game Design Contest to Promote Gender Awareness*

### 3.3.6 傳媒關係

為了協助公眾了解新聞故事背後的性別觀點，以及我們的最新工作，婦女事務委員會與傳媒保持不時聯繫，並主動發出新聞稿和撰寫文章。在2004年1月至2008年1月期間，委員會接受了35次傳媒採訪，舉行了五次新聞簡報會，以及發出了18份新聞稿或聲明。委員會在2004年至2007年間發出的新聞稿及文章以表列形式收錄於附錄。

### 3.3.7 宣傳短片及聲帶

婦女事務委員會不時製作於電視和電台播放的宣傳短片和聲帶，藉以加深公眾對我們工作的了解，同時亦藉此消除公眾對婦女角色、價值、形像，以及對兩性能力的一些誤解。在2004年至2007年期間製作和播出的宣傳短片和聲帶包括《自在人生自學計劃》(子女、丈夫、自身、鄰居及欣賞篇)、《家庭關愛·幸福滿載》，以及《暴力『零』容忍·婦女『零』傷害》。

### 3.3.8 網頁

自2001年1月起，婦女事務委員會的網站 (<http://www.women.gov.hk>) 詳載了我們的工作、與性別相關的重要資訊，以及有關婦女事務的最新發展，供關注婦女事務的人士閱覽。我們的「婦女服務指南」亦詳列各個為婦女提供服務及支援的非政府組織和服務機構的聯絡資料。

### 3.3.6 Media Relations

To help the public understand the underlying gender aspects of news stories and our latest work, the Women's Commission regularly liaises with the media, and proactively issues press statements and articles. From January 2004 to January 2008, the Commission granted 35 press interviews, held five press briefings and issued 18 press releases or statements. A list of press statements and articles issued by the Commission from 2004 to 2007 is included in the Appendix.

### 3.3.7 Announcements in the Public Interest

The Women's Commission regularly produces Announcements in the Public Interest (APIs) for use on TV and radio to enhance public knowledge of our work and to tackle commonly held misconceptions about the roles, values and images of women, as well as the ability of the two genders. APIs produced and broadcast from 2004 to 2007 covered topics such as the *Capacity Building Mileage Programme (Children, Husband, Self, Neighbour and Appreciation)*, *Nurturing Caring Families, and Zero Tolerance for Violence, Zero Violence against Women*.

### 3.3.8 Website

Since January 2001, the Women's Commission's website (<http://www.women.gov.hk>) has enabled all interested parties to better understand our work, access important gender-related information and keep up to date with the latest developments of women-related issues. Our Women's Services Directory also provides contact details for a wide range of NGOs and service agencies that provide services and assistance to women.



婦女事務委員會宣傳短片  
Announcements in the Public Interest of the Women's Commission

我們未來將會繼續與相關的持份者保持聯繫，確保我們的網站能夠在提升性別意識和協助創造一個性別平等社會方面，發揮推動作用。

In the years ahead, we will continue to liaise with all concerned stakeholders to ensure that our website plays a dynamic role in raising gender awareness and in helping to create a gender-equal society.

### 3.3.9 刊物

### 3.3.9 Publications

婦女事務委員會不時就各項與婦女相關的課題出版刊物，藉此提高社會的性別敏感度、減少性別定型，以及提供有關性別平等的資訊。在2004年至2007年期間出版的刊物包括：

The Women's Commission issues publications on a wide range of women-related issues to promote gender sensitivity within the community, reduce gender stereotyping and provide information on gender equality. Publications issued from 2004 to 2007 include:

- 《內地與香港共慶「北京+10」紀念活動暨研討會會後報告》
- 《婦女事務委員會報告 — 香港婦女安全：消除家庭暴力》
- 《性別觀點主流化 — 香港經驗》
- 介紹婦女事務委員會的單張
- 《香港家庭友善僱用政策及措施》單張
- 《香港「家庭友善」僱用政策及措施研究報告摘要》
- 《婦女事務委員會「攜手共建和諧社會」研討會會後報告》
- 《香港女性飛躍百年展》小冊子

- *Conference Report on Mainland and Hong Kong Joint Events in Celebration of "Beijing + 10"*
- *Women's Commission Report on Women's Safety in Hong Kong: Eliminating Domestic Violence*
- *Gender Mainstreaming: Hong Kong Experience*
- *Women's Commission Leaflet*
- *Leaflet on Hong Kong Family-friendly Employment Policies and Practices*
- *Executive Summary of Research on Family-friendly Employment Policies and Practices in Hong Kong*
- *Conference Report on Women's Commission Conference on Together We Build a Harmonious Community*
- *Brochure on Women of Hong Kong – A Century of Contribution and Development*

## 未來動向

除非我們能改變公眾對兩性的誤解，否則難以有效地推動兩性平等。因此，婦女事務委員會將會繼續推行有效和創新的公眾教育和宣傳項目，以減少性別偏見和定型。

## Way Forward

Efforts to promote gender equality will not be effective unless commonly held misconceptions of the two genders are addressed. The Women's Commission will continue to organise effective and innovative public education and publicity programmes to reduce gender prejudice and stereotyping.



婦女事務委員會網站和刊物  
Website and publications of the Women's Commission