

# Report of the Task Force on Promotion of Vocational Education

## Highlights



### Vision

"Each and every youngster should be given the opportunity to unleash their talents. Multiple pathways should be offered to our young people with diverse abilities and aspiration to excel in life. Through equipping them with the expertise, skills and appropriate attitude, vocational education plays an indispensable role in nurturing the necessary manpower to support the growth of our economy. It is time to further promote the value of vocational education and change the entrenched perception of vocational education being a second choice."

Dr. Roy Chung  
Chairman, Task Force on  
Promotion of Vocational Education



### Background

In the 2014 Policy Address, the Chief Executive highlighted the importance of vocational education and announced a series of measures to support its development. Among other things, the Task Force on Promotion of Vocational Education ("Task Force") was set up in June 2014 with a view to mapping out a strategy and concrete proposals to promote vocational education and raise public awareness of vocational education and recognition of its value.

This leaflet outlines the work done by the Task Force in the past year and the key recommendations on promoting vocational education contained in the report submitted to the government in July 2015.



### Public Engagement Activities

In order to measure the perception on vocational education of stakeholders and identify effective means to promote vocational education, the Task Force conducted a series of public engagement activities in the past year. The activities include invitation of written submissions from major training providers, and the conduct of a survey, focus group interviews and roundtable discussions with different stakeholders as well as discussion sessions with secondary school principals.



### Experience outside Hong Kong

The Task Force has also made reference to the experience in implementing and promoting vocational education outside Hong Kong in formulating the recommendations.



### Strategy

The Task Force recommends a three-pronged strategy that covers the following -

- Strategy 1: Rebranding vocational education and training
- Strategy 2: Strengthening promotion
- Strategy 3: Sustaining efforts

## Rebranding Vocational Education and Training

### More Contribution from Industries

VPET providers and employers to have closer collaboration on the design and development of VPET programmes

The major chambers of commerce to encourage their members to devise comprehensive human resource strategy to attract and retain staff



VTC to regularly review the list of Training Boards to cover emerging industries



### Provision of Financial Support by Government

The government to consider extending the Pilot Training and Support Scheme and the Industrial Attachment initiative to benefit more students, and to consider extending the Study Subsidy Scheme for Designated Professions/Sectors if it is proven effective



The government to rebrand vocational education and training (VET) in Hong Kong as "vocational and professional education and training (VPET)" covering relevant programmes up to degree level

### Promotion of Professional Image of VPET

Publicity campaign and organisation of large-scale skills competition

The government to facilitate the provision of state-of-the-art facilities to VPET providers



VPET providers to enhance quality of VPET programmes and consider engaging in (more) research activities

### Promotion of VPET through Career and Life Planning Education

EDB to encourage secondary schools to adopt a whole school approach in career and life planning education and enhance individual guidance and support to students



VPET providers and employers to arrange (more) training workshops cum visits for secondary school teachers; seminars and visits for parents; and taster programmes for students



### Promotion of Applied Learning (ApL)

EDB to encourage course providers to arrange accreditation of more ApL courses under Qualifications Framework



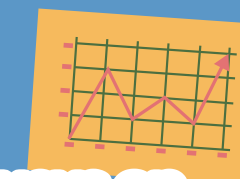
Post-secondary education institutions to give due consideration of the results of ApL courses attained by students

The government to consider providing 100% grant subsidies to schools for the ApL course fees



### Tracking Surveys on Attitude Change

The government to conduct tracking surveys to keep track of any change in the public attitude to VPET



## Strengthening Promotion

### Provision of More Information about VPET and Related Career

The government to develop and maintain a VPET portal with programme and industry information



The government/VPET providers/industry sectors to attend/organise VPET forums

## Sustaining Efforts

### Influence by Government

The government to encourage senior government officials to seize every opportunity to promote and support VPET



### Promotion of Qualifications Framework (QF)

EDB to enhance publicity efforts on QF



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Qualifications Framework

The major chambers of commerce to encourage their members to make reference to QF in recruitment and promotion