

**For discussion on
21 May 2025**

Paper FC 2/2025

Family Council

Hong Kong Excellent Family Awards

PURPOSE

This paper briefs Members on the implementation of the Hong Kong Excellent Family Awards (the Awards) (全港美好家庭選舉).

INTRODUCTION

2. Family harmony and happiness are the cornerstones of social stability. The Government attaches great importance to the healthy development of families in Hong Kong. In this connection, the Home and Youth Affairs Bureau (HYAB) has been supporting the work of the Family Council (Council) on promoting a culture of loving families in the community and fostering family building, family education and family virtues.

3. To further promote good family values to the general public, the Chief Executive has announced in his 2024 Policy Address that the HYAB would co-operate with the Council to organise the Awards in 2025.

OVERVIEW OF THE AWARDS

4. With the focus of “Fostering Stable Family Relationships for Building Good Family Virtues and Culture” (「建立穩固家庭關係 樹立良好家教家風」), the Awards aims to promote the passing down of good family traditions and virtues to the community and the younger generations by recognising families that show mutual respect, care, love and support for one another.

5. The Sub-committee on the Promotion of Family Core Values and Family Education of the Council (the Sub-committee) was consulted on the proposed framework of the Awards at its meeting on 18 March 2025. Having

taken into account the Sub-committee’s views, we have drawn up relevant details and launched the Awards on 28 April 2025.

Eligibility and Format of Participation

6. Families residing in Hong Kong are eligible for enrolment by providing a written narrative on their real-life family stories and experiences together with family photos by 27 June 2025. The family story narrative and the family photo each accounts for 80% and 20% of the assessment respectively. Enrolment form (with entries) may be submitted online or by post. We will invite shortlisted families to attend a meeting with the Adjudication Panel to learn more about their stories.

Adjudication of Entries

7. Entries will be assessed on whether they demonstrate the following features –

Family story narrative (80%)	
(a)	<p>Family Core Values</p> <ul style="list-style-type: none">• Love and Care - Family members love and take care of one another• Responsibility and Respect - Family members respect, embrace and accept one another, fulfilling family responsibilities and obligations together• Communication and Harmony - Family members communicate effectively to maintain harmonious family relationships and resolve conflicts
(b)	<p>Positive Family Relationships</p> <ul style="list-style-type: none">• Unity and Cohesion - Family members trust and support one another, providing staunch support for their growth and development• Resilience in the Face of Adversity - Family members stand by one another during difficult times, addressing challenges together and supporting one another• Extending Kindness - Family members demonstrate the spirit of love and care for not only one another but also those around them

(c)	<p>Passing on Good Family Traditions and Virtues</p> <ul style="list-style-type: none"> • Practising Family Virtues and Culture - Specific actions taken to demonstrate, practise and maintain good family traditions and virtues • Passing on Good Family Traditions - Efforts, methods or successful experiences on educating the younger generations about family traditions and virtues
Family Photo (20%)	
<ul style="list-style-type: none"> • Demonstration of caring, warm and harmonious family relationships 	

8. We are working out the arrangements for the Adjudication Panel's meeting with shortlisted families, which is tentatively scheduled for early August 2025. The Adjudication Panel is composed of the following representatives –

- (i) Hon Andrew LEUNG President of the Legislative Council
- (ii) Prof. Annie TAM Vice-chairperson of Connecting Hearts
- (iii) Ms Melissa Kaye PANG Chairman of the Family Council
- (iv) Mr Felix LAW Convenor of Family Council Sub-committee on the Promotion of Family Core Values and Family Education
- (v) Mr Paul WONG Deputy Secretary for Home and Youth Affairs (Home Affairs)

Awards

9. There are two categories of Awards, namely, Excellent Families Award and Passage of Good Family Values and Virtues. Details are set out below –

Award	No. of Awards	Prize of Winner
Excellent Families Award	10 quotas	Each winning family will receive: <ul style="list-style-type: none"> • Trophy
Passage of Good Family Values and Virtues Award	5 quotas	<ul style="list-style-type: none"> • Admission ticket (8 Tickets) and one-night hotel accommodation at a theme park for 2 persons (4 rooms) • Family photography service • Gift coupons worth HK\$3,000

Timetable

10. The timetable for the Awards is set out below –

Item	Date
Enrolment Start Date	28 April 2025 (Monday)
Enrolment Deadline	27 June 2025 (Friday)
Meeting with Shortlisted Families	Early August 2025
Announcement of Results	Mid-September 2025
Awards Presentation Ceremony	19 October 2025 (Sunday)

PUBLICITY OF THE AWARDS

11. A dedicated webpage has been set up for the Awards under the Council’s website “Happy Family Info Hub”, providing details on the Awards. To extend outreach, we are promoting the Awards through various social media platforms, including the HYAB and the Council’s websites, Facebook and Instagram, etc. Web banner and media coverage have also been arranged on local press.

12. Separately, we have mounted advertising on the escalator crown panels at the Mass Transit Railway network to reach out to the passers-by and the general public. To better reach different sectors in the community, posters have been distributed to Integrated Family Service Centres, District Offices, Federations of Parent-Teacher Associations (Federations), public libraries, etc. Electronic direct mail has been issued to schools and kindergartens, school liaison committees and Federations. Production of short promotional videos for launch on the dedicated webpage and social media platforms is also in the pipeline.

13. We have also engaged a production house to produce an Announcement in the Public Interest (API) for broadcasting on TV and radio respectively to promote family building, family education and family virtues in enhancing family and social harmony. The Awards will also be featured in the API to call for public support and participation. The API production is underway. It is anticipated that the API will be released by late May 2025.

ADVICE SOUGHT

14. Members are invited to note the implementation of the Awards and offer views.

Home and Youth Affairs Bureau
May 2025