

Family Council

Progress of Work of the Sub-committees under the Family Council

PURPOSE

This paper briefs Members on the progress of work of the two Sub-committees under the Family Council (the Council).

SUB-COMMITTEE ON THE PROMOTION OF FAMILY CORE VALUES AND FAMILY EDUCATION

2. The Sub-committee on the Promotion of Family Core Values and Family Education (the Promotion Sub-committee) met on 18 March 2025 to discuss the progress of publicity programmes organised in collaboration with the Radio Television Hong Kong (RTHK) under the Council's 2025-26 publicity campaign and the Hong Kong Excellent Family Awards (the Awards).

Publicity Programmes Organised in Collaboration with RTHK

3. In response to the positive feedback on the past publicity initiatives collaborated with RTHK, the Council will continue to collaborate with RTHK to launch a series of publicity programmes, amongst the Council's other publicity initiatives, under the Council's 2025-26 publicity campaign themed "Love Across Generations" (家·承傳愛) with the focus on "Fostering Stable Family Relationships for Building Good Family Virtues and Cultures" (建立穩固家庭關係 樹立良好家教家風). The series of publicity programmes include –

- (a) a publicity event for around 200 members of the public held on 10 May 2025 (Saturday) at the Hong Kong Science Museum to commemorate the International Day of Families;
- (b) voice acting workshops and children's radio drama from May 2025 to February 2026;

- (c) a thematic segment on “美好家庭專訪” in tandem with the Hong Kong Excellent Family Awards between June 2025 and March 2026;
- (d) a thematic segment on “玩玩星期天–好想童你SHARE” to feature family stories and experiences from the children’s perspective between May 2025 and February 2026;
- (e) one-minute promotional trailers featuring diversified family-friendly employment practices for broadcasting between July and September 2025 and replay between January and March 2026; and
- (f) festive-themed promotional trailers and family-related short messages featuring “The But’s Family” throughout the year.

Implementation of the Awards

4. The Promotion Sub-committee was briefed on the implementation of the Awards, including the eligibility for enrolment, the specifications for entries, enquiry services, the awards to be given, the prizes for the winning families, assessment criteria and workflow, as well as publicity. The Promotion Sub-committee offered its views which facilitated the taking forward of the Awards. Details of the Awards are set out in Paper FC 2/2025 on Hong Kong Excellent Family Awards for Members’ reference.

SUB-COMMITTEE ON FAMILY SUPPORT

5. The Subcommittee on Family Support (the Support Sub-committee) met on 27 March 2025 to discuss the progress update for Family Survey 2024 and the 2024-25 round of applications for the Funding Scheme on the Promotion of Family Education (Funding Scheme).

Progress Update for Family Survey 2024

6. The fieldwork of the general and thematic surveys had been completed in October and December 2024 respectively. Qualitative views were being collected through focus groups discussions with respondents of the questionnaire surveys, and in-depth interviews with relevant stakeholders. Members were briefed on the preliminary findings of the Survey as collected from the questionnaire surveys and shared their views with the research team. Taking into Members’ views, the research team will follow up on the Survey.

Funding Scheme

7. The Funding Scheme was launched in October 2024. For the 2024-25 round of applications, a briefing was conducted for interested non-governmental organisations on 25 October 2024 apart from publicity through the dedicated website, Home and Youth Affairs Bureau website and relevant social media platforms to facilitate the organisations' understanding of the Funding Scheme. By the close of applications on 22 November 2024, about 200 applications have been received. Excluding 12 applications which do not fulfil the application criteria¹, there are a total of 190 eligible applications seeking funding amounting to \$170 million. After reviewing the merits of the applications, the Support Sub-committee supported the grant of a total of \$8.7 million for 12 projects. The results have been released to the applicant organisations.

ADVICE SOUGHT

8. Members are invited to note the work progress of the Sub-committees as mentioned above. The Sub-committees will continue to oversee their respective programmes and activities. Members are welcome to provide comments and suggestions.

Family Council Secretariat
May 2025

¹ The relevant applicant organisations are not non-profit-making or charities organisations.