

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 15 April 2026 to discuss the progress of the family education videos on “Family: Harmony and Inclusivity” (家·和諧共融) and the promotion for the International Day of Families under the Council’s 2026-27 publicity campaign.

Family Education Videos on “Family: Harmony and Inclusivity”

3. The family education video series seeks to promote the cultivation of the younger generation through the Four Cardinal Principles (四維) and Eight Virtues (八德), whilst emphasising “Family Power” (家力量). Revitalising the values fosters family harmony and inclusivity to address conflicts or differences between generations, extended and newly formed families, individuals and cultures. The shared family strength not only nurtures personal growth and equip the families to face challenges together, but also contributes to social harmony and cohesion. The Promotion Sub-committee was briefed on the proposed format, content, production schedule, service engagement and promotion of the video series. Members recommended the use of hot topics and bite-sized reels paired with interactive elements to enhance audience engagement and amplify the impact of the messages. Members also suggested conveying traditional virtues while accounting for the reciprocal contributions in the family structure. Along the practice of producing family education videos, a service agency with expertise in video production will be engaged to provide the production services. The videos would be promoted via various platforms, including the Council’s website, Facebook page, Instagram and YouTube, as well as the Family and Women Portal.

Promotion for the International Day of Families

4. The Promotion Sub-committee noted the planned use of a popular TV programme to promulgate to the general public the International Day of Families and family-related messages in mid-May 2026. Online channels would also be capitalised for coherent and dynamic overall promotional effects. Members appreciated that, apart from the aforesaid publicity initiatives, other means would be deployed to appeal to different segments of the community under the 2026-27 publicity campaign throughout the year.

SUB-COMMITTEE ON FAMILY SUPPORT

5. The Sub-committee on Family Support (the Support Sub-committee) met on 11 March 2026 to discuss the progress update on the funded projects under the 2024-25 Funding Scheme on the Promotion of Family Education (Funding Scheme).

Progress Update on the 2024-25 Funded Projects

6. Two of the funded organisations of the 2024-25 Funding Scheme were invited to brief the Support Sub-committee on their projects. The Support Sub-committee gained a better understanding of the projects through exchanges with the funded organisations and provided suggestions on planning for the enrolment, video-recording the workshops for revisiting, etc. Members appreciated the making use of the after-school timeslots and the school premises for effective launch of the family education programmes under the projects.

2025-26 Funding Scheme

7. The Support Sub-committee noted that 199 applications were received by late October 2025 under the 2025-26 Funding Scheme, which was comparable to the number of applications received under the 2024-25 Funding Scheme. Excluding four applications which do not fulfil the application criteria¹, there are a total of 195 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 projects². The results have been released to the applicant organisations which commenced their projects in May 2026.

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

² One organisation withdrew its application after the funding was approved.

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 2026