

## **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 1 August 2025 to discuss the progress of the Hong Kong Excellent Family Awards and the family education videos on “Love Across Generations” (家·承傳愛) under the Council’s 2025-26 publicity campaign.

##### *Hong Kong Excellent Family Awards*

3. The Promotion Sub-committee was briefed on the enrolment of the Awards, assessment of entries, arrangements for the Adjudication Panel to meet with the shortlisted families, as well as plans for results announcement and the award presentation ceremony. Members also noted that the stories of winning families would be promoted in the form of videos on the Council’s social media platforms and the Family and Women Information Portal. The Promotion Sub-committee offered its views including awarding certificates to the shortlisted families as a token of appreciation, and wider dissemination of the stories of the winning families which were being followed up to facilitate the successful implementation of the Awards.

##### *Family Education Videos on “Love Across Generations”*

4. Members discussed the proposal for the production of the family education video series on “Love Across Generations”. A six-episode drama series would be produced, with each episode lasting for around four minutes. Focusing on “Fostering Stable Family Relationships for Building Good Family Values and Virtues”, the series aims to promote core family values across different family relationships, while emphasising the importance of passing

down family virtues and traditions to the younger generations. Along the practice of producing family education videos, a service agency with expertise in video production has been engaged to provide the 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. The Promotion Sub-committee's suggestions such as grabbing the audience's attention with a teaser, and featuring certain family relationships in the videos were taken into account in the preparation of the storyline.

## **SUB-COMMITTEE ON FAMILY SUPPORT**

5. The Subcommittee on Family Support (the Support Sub-committee) met on 8 August 2025 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. Three 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 sharing the family education resources and enhancing the project promotion. The Support Sub-committee also noted the arrangements for them to conduct site visits on the activities and/or suitable support services of the funded projects.

### *2025-26 Funding Scheme*

7. The Support Sub-committee was briefed on the proposed framework and invitation of applications for the 2025-26 Funding Scheme in the third quarter of 2025. Members' suggestions on enhancing the promotion of the Funding Scheme would be taken into consideration.

## **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  
October 2025**