

Family Council

The Chief Executive's 2024 Policy Address: Family and Women-Related Policy Initiatives of the Home and Youth Affairs Bureau

PURPOSE

This paper briefs Members on the family and women-related initiatives of the Home and Youth Affairs Bureau (HYAB) as announced in the Chief Executive's 2024 Policy Address.

INTRODUCTION

2. Caring and harmonious families are the cornerstones of social harmony. The Government attaches great importance to the healthy development of local families. In this context, the HYAB has been supporting the work of the Family Council (the Council) on promoting a culture of loving families in the community.

3. On the other hand, women play a vital role in advancing social and economic development and nurturing the future generation. The Government proactively enhances the empowerment of women by taking forward an array of projects and measures, as well as working in synergy with various stakeholders in the society.

4. With a view to enhancing our efforts in supporting the development of healthy and loving families, as well as women's development, the Chief Executive has announced relevant policy initiatives in his 2024 Policy Address as set out in the ensuing paragraphs.

NEW INITIATIVES

Hong Kong Excellent Family Awards (全港美好家庭選舉)

5. The HYAB will co-operate with the Council to organise the Hong Kong Excellent Family Awards (the Awards) in 2025 to promote good family values to the general public. The proposed framework of the Awards has been worked out below.

Objectives

6. The Awards aim to achieve the following objectives –
- (a) to promote good family values to the general public with the focus “Fostering Stable Family Relationships for Building Good Family Values and Virtues” (建立穩固家庭關係 樹立良好家教家風)¹; and
 - (b) to recognise families that cultivate positive and supportive family relationship built on love and respect, care and support, resilience, etc. for passage of good family traditions and virtues to younger generations.

Eligibility and Medium of Entries

7. Families living in Hong Kong will be eligible for participating in the Awards. Participating families will be required to submit a written narrative on their real-life family stories and experiences, together with a family photo, to demonstrate the loving and supportive family relationship / bonding. Shortlisted families will be invited to an interview.

Category of Awards

8. There will be two categories of awards, i.e. (i) Excellent Families (美好家庭); and (ii) Passage of Good Family Values and Virtues (良好家教家風傳承). Ten and five finalist families will be awarded under categories (i) and (ii) above respectively. A presentation ceremony will be organised to present the awards.

¹ Also the focus of the Council’s 2025-26 Publicity Campaign themed “家·承傳愛”

Timetable

9. It is planned to launch the Awards in late April 2024. A tentative schedule for implementing the Awards is set out at **Annex**.

10. Along the practice of organising competitions, an experienced contractor would be engaged to assist in the implementation of the Awards, including the publicity, receipt of entries, arrangement of interviews with shortlisted families, etc. The HYAB will consider the views expressed by Members at the meeting to formulate the implementation details.

Network with Women Leaders and “She Inspires” Mentorship Programme

11. To promote women’s workplace development, the HYAB will establish a network run by women leaders from all sectors and launch the “She Inspires” Mentorship Programme (the Programme). Under the Programme, local female university students will be matched with senior management mentors, and will be provided with relevant training and activities, such as career planning, job-hunting skills, visiting public and private organisations, etc., to empower young female university students to build the necessary skills, confidence, and network to thrive in their future career. Each cohort of the Programme shall last for one year. The HYAB has consulted the Women’s Commission on the Programme and will finalise the implementation details. The programme will be run on a pilot basis for a period of two years and will be reviewed afterwards. The programme is expected to be launched in the first half of 2025.

ONGOING INITIATIVES

Family Council

12. The HYAB will continue to support the work of the Council to promote family core values, i.e. “Love and Care”, “Respect and Responsibility” and “Communication and Harmony” and a pro-family culture. In the coming year, the Council will continue to collaborate with different stakeholders to organise programmes and activities relating to the promotion of family core values and a culture of loving families, including

promotion through different electronic media, production of family educational videos, supporting youth uniformed groups for implementing projects and organising activities related to families through the “Happy Family Campaign”, and encouraging the wider adoption of more diversified and flexible family-friendly employment practices, etc. Besides, the HYAB will continue to work closely with the Council and assist Government bureaux and departments on the application of family perspectives in the policy formulation process.

13. HYAB and the Family Council launched the new five-year Funding Scheme on the Promotion of Family Education (the Scheme) in October 2024 to subsidise non-profit-making community projects in promoting family education. With funding of \$8 million per year, the new Scheme covers various family-related topics to meet the needs of different families. For the 2024-25 round, a total of 202 applications were received by the closing date on 22 November 2024. Vetting of the applications is in progress with a view to releasing the results in April 2024 tentatively. The Scheme will continue to be implemented for the period from 2024-25 to 2028-29 to enhance the work in relation to family building, family education and family values.

Other Initiatives to Support Families and Women

14. Apart from supporting the Council, the HYAB will continue to put forward the following measures to support family and women’s development in Hong Kong as announced in the 2023 Policy Address –

- (a) organise the Family and Women Development Summit to exchange views with those who are concerned about the family and women’s development in Hong Kong and collect views from the community for formulating more focused measures on women’s development and the promotion of family education;
- (b) keep the one-stop family and women information portal under review and enrich its content to provide information on women’s employment and health, family education, marriage, etc.; and
- (c) implement the three-year Maintenance Mediation Pilot Scheme to subsidise a non-governmental organisation in providing

mediation services on maintenance to people in need who are eligible to resolve related disputes.

ADVICE SOUGHT

15. Members are invited to note and comment on the initiatives set out above.

**Home and Youth Affairs Bureau
December 2024**

**Hong Kong Excellent Family Awards
(全港美好家庭選舉)**

Tentative Schedule

Period	Action
Late April 2025	Launch of Awards
Late April to Late June 2025	Enrolment period
Late June to Early September 2025	Screening and adjudication of entries
Late September 2025	Announcement of results and awards presentation at a presentation ceremony

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