

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 24 May 2024 to discuss the progress of the short video competition and family education videos on “Family Values: Our Cherished Legacy” (傳承好家風) under the 2024-25 Publicity Campaign.

Short Video Competition

3. To encourage the youngsters’ participation and unleash their creativity, a short video competition to promote traditional virtues as well as an affection for the country has been organised for senior primary students (primary four to six students in the 2023/24 school year) and junior secondary students (secondary one to three students in the 2023/24 school year). The length of each video is up to 60 seconds and the language is preferably Cantonese.

4. Following consultation with the Promotion Sub-committee, the competition was rolled out on 3 June 2024 with a two-month enrolment period up to 2 August 2024. Adjudication will follow in August and September 2024 while online public voting for favourite entries is scheduled for October to November 2024. The competition results will be announced tentatively in late November 2024. To better gear up and support potential entrants, three online workshops on story creation and script writing; video shooting, cinematography and audio techniques; as well as editing and post-production, are provided in the form of videos at the Council’s website for free viewing by

interested entrants. All local primary and secondary schools have been approached to encourage their students to join the competition.

Family Education Videos

5. Having regard to theme of the 2024-25 Publicity Campaign, the production of a new series of family education videos in the form of drama is being arranged to promote family values and traditions in the Chinese society such as filial piety (孝道), respect for the elderly / caring for the youngsters (尊老愛幼), integrity (誠信) and politeness (有禮), etc., which are important elements to foster personal growth, social civility and stability. A series of about six episodes of videos in the form of drama of around four minutes each, plus an introductory brief on family culture (家風), would be produced. Tips by an expert would be provided at the end of each episode on the taking of actionable steps to maintain and pass on positive family culture and values to the children and young people for their healthy growth. A service agency with expertise in video production is being commissioned through a quotation exercise to provide all the services related to the production of promotional videos. The introductory brief and the first two episodes of the videos would be released in early October 2024 tentatively and the remaining episodes will be launched by phase between November 2024 and March 2025 for viewing by members of the public.

SUB-COMMITTEE ON FAMILY SUPPORT

6. The Sub-committee on Family Support (the Support Sub-committee) met on 5 June 2024 to discuss the framework of the Funding Scheme on the Promotion of Family Education. The particulars are covered in FC Paper 7/2024 “Latest Progress of the Family and Women-related Policy Initiatives of the Home and Youth Affairs Bureau Announced in the Chief Executive’s 2023 Policy Address”.

2024 Family Survey

7. The Council Secretariat arranged with the research company to commence the fieldwork of the General Survey in late June 2024, to be followed by that of the Thematic Survey. The fieldwork is expected to last for about four months up to October 2024. The research company shall then collect qualitative views through focus group discussions with the respondents and conduct in-depth interviews with relevant stakeholders in November and December 2024, in order to enable the triangulation of the quantitative and

qualitative data. It is anticipated that the preliminary findings would be available in early 2025.

Thematic Sponsorship Scheme to Support Family-related Initiatives

8. With the completion of the four sponsored projects under the current round of the Thematic Sponsorship Scheme to Support Family-related Initiatives (Sponsorship Scheme) in June 2024, the sponsored organisations will be invited to brief the Support Sub-committee on the outcomes of the projects after their submission of the final reports due in August 2024.

9. The Sponsorship Scheme will be consolidated into the new Funding Scheme on the Promotion of Family Education covering a wider scope of themes and with increased funding to be launched in Q4 of 2024.

ADVICE SOUGHT

10. Members are invited to note the progress of the Sub-committees at paragraphs 3-5 and 7-9 above. The Sub-committees will continue to oversee their respective programmes and activities. Members are welcome to convey their comments and suggestions, if any, to the Council Secretariat.

**Family Council Secretariat
July 2024**