

# “Family Day 2016” cum Survey of “Mother’s Day and Family Day Celebrations in Hong Kong”



## Press Conference

26 April, 2016



SCHOOL OF PUBLIC HEALTH  
THE UNIVERSITY OF HONG KONG  
香港大學公共衛生學院



香港賽馬會慈善信託基金  
The Hong Kong Jockey Club Charities Trust  
同心·同步·同進 RIDING HIGH TOGETHER

# “Family Day 2016”

## Introduction & Background

**Executive Manager, Charities, The Hong Kong Jockey Club**

**Ms. Imelda CHAN**



# “Survey of “Mother’s Day and Family Day Celebrations in Hong Kong”

**Chair Professor of Community Medicine, School of Public Health, Li Ka Shing Faculty of Medicine, The University of Hong Kong; Sir Robert Kotewall Professor in Public Health; and Principal Investigator, FAMILY Project**

**Professor LAM Tai Hing, BBS, JP**



# Background

- In Hong Kong, there are many festivals and celebrations each year. Those which are celebrated by the whole family together are particularly meaningful, such as Mother's Day and Father's Day.
- The FAMILY Project has commissioned Action Power, a non-profit organization, to conduct a survey in April, to explore whether and how Hong Kong people would celebrate Mother's Day and Family Day and their celebration patterns.



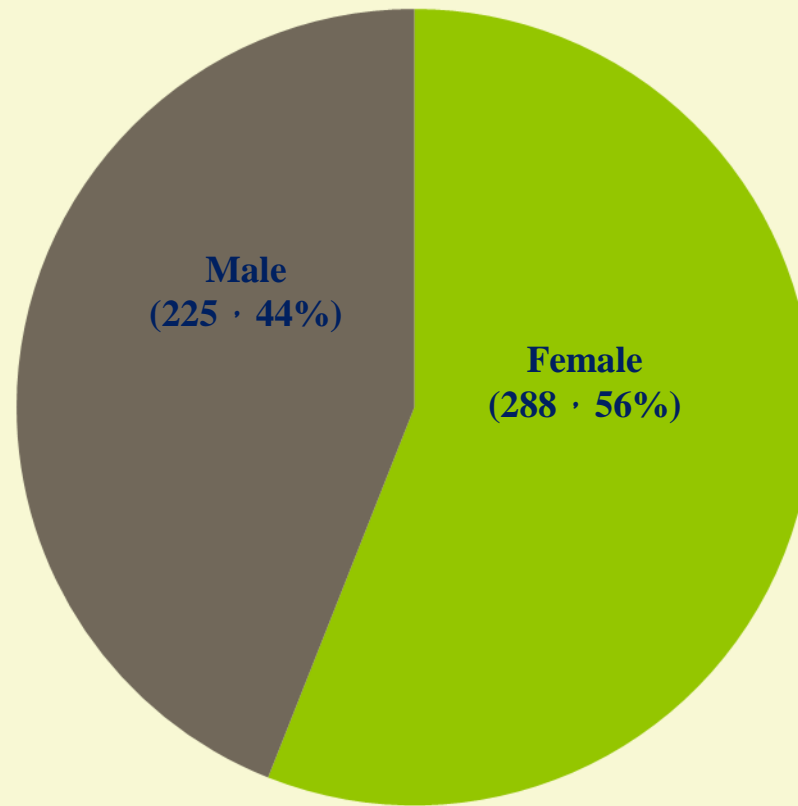
# Methods

Survey	
Date	1-22 April, 2016
Target	Hong Kong residents aged 18 or above
Sampling	Telephone Interview and Sending Email
Size	4500 cases
Successful	513 cases
Response Rate	11.4%

# Demographics I

Most respondents were female(56%).

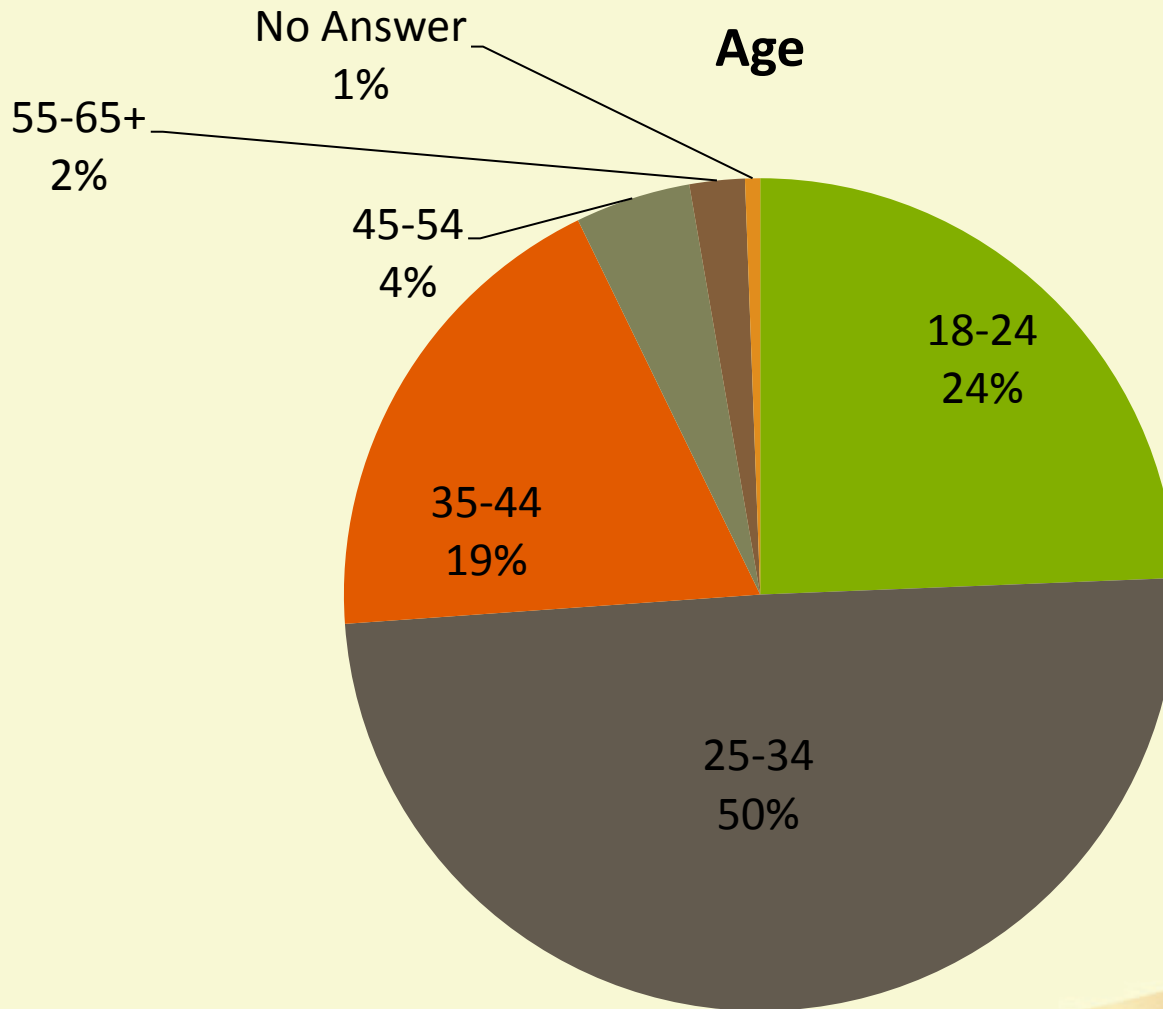
n=513



# Demographics II

50% respondents were aged 25-34

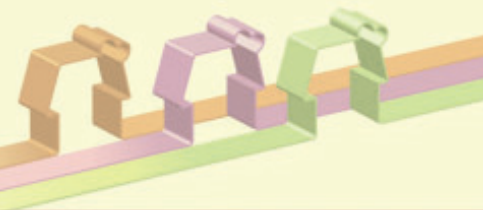
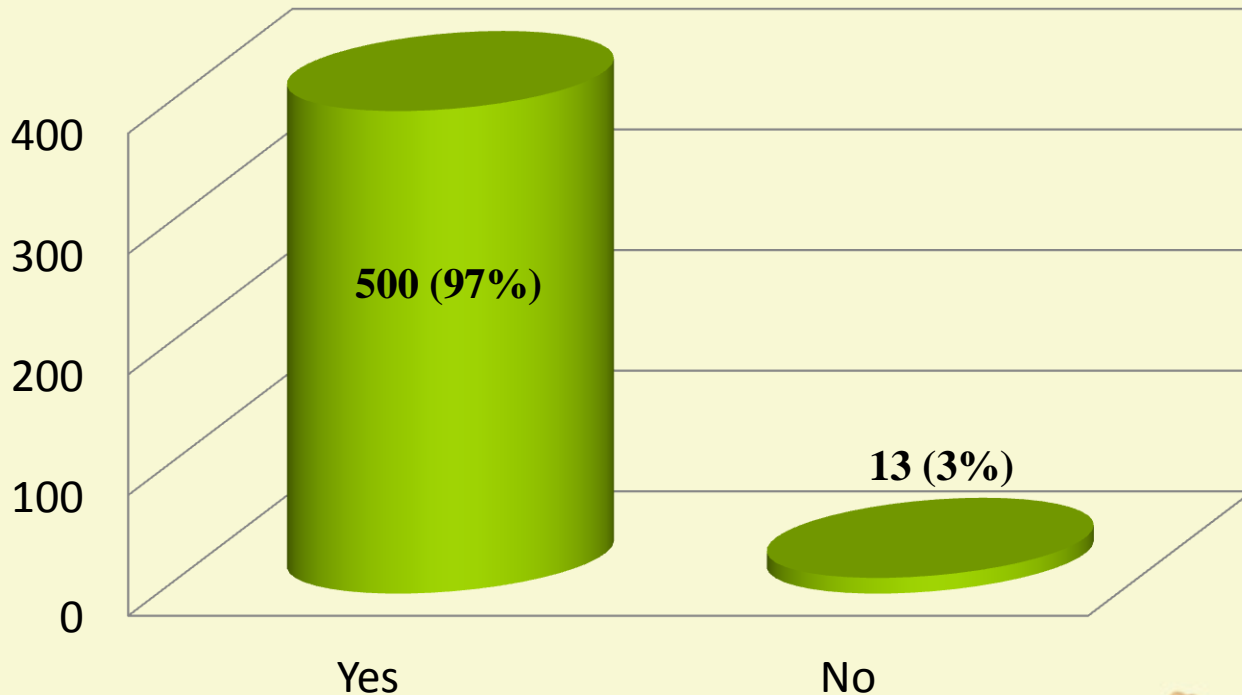
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# Intention to Celebrate Mother's Day this year (May 8)

**Over 90% respondents will celebrate “Mother’s Day” with family members.**

**n=513**

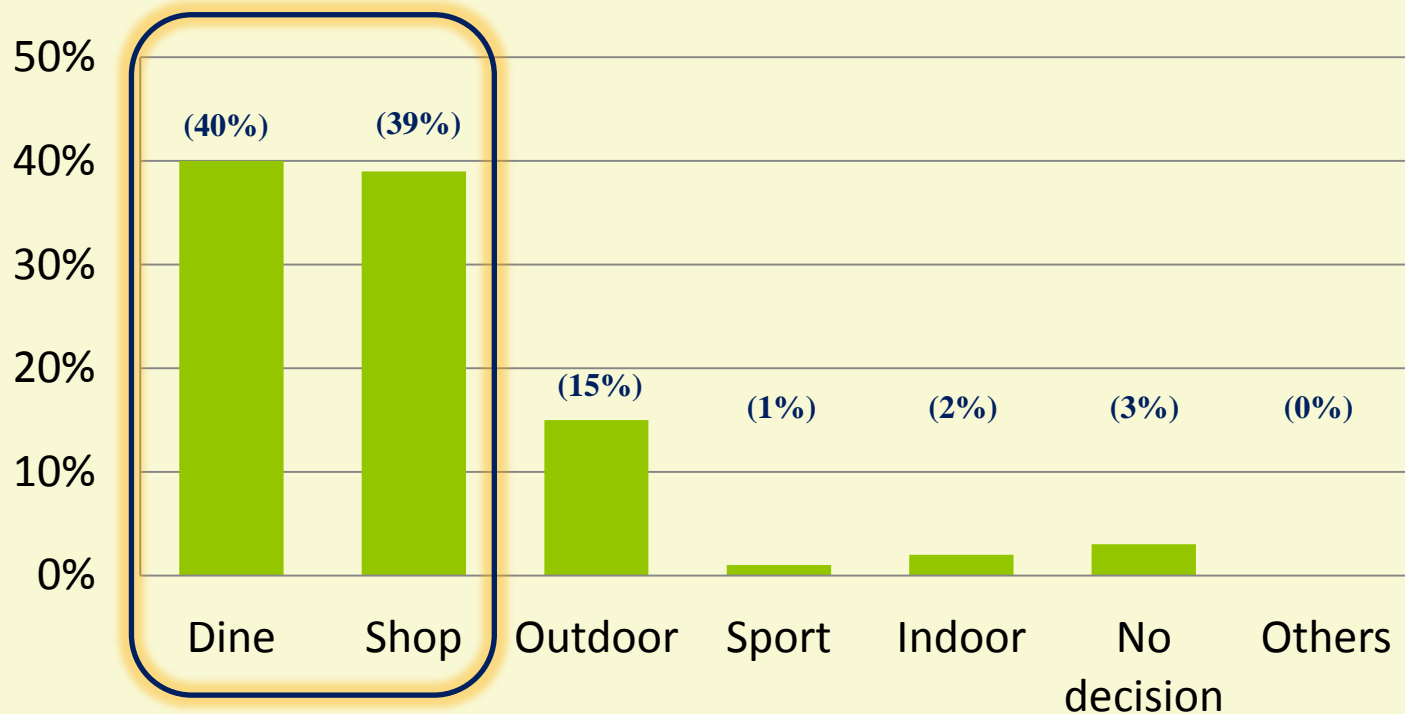




# Mother's Day – Celebration Pattern

Respondents would most likely dine (40%) or shop (39%) with family on Mother's Day.

n=513

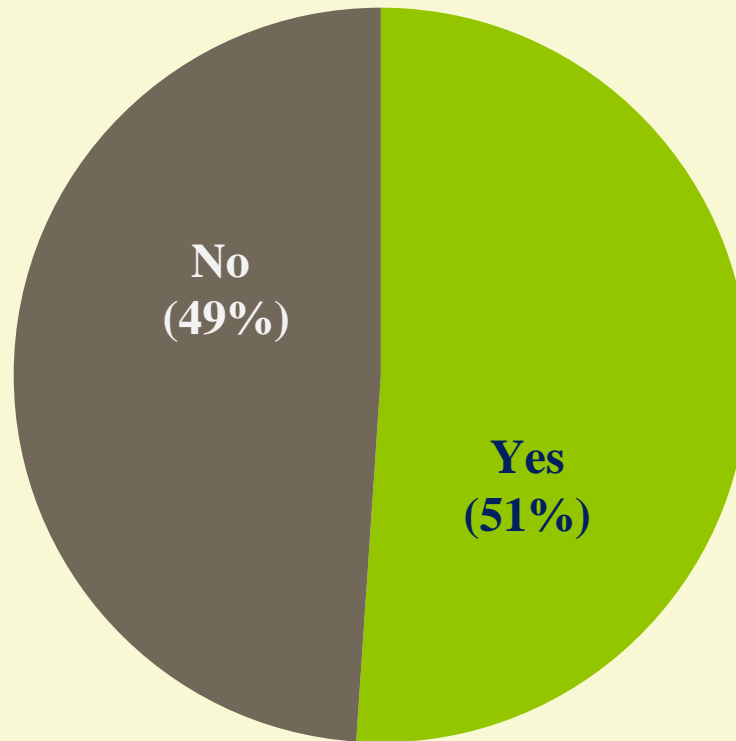


Remarks: pick 5 options at most

# Would You Celebrate “Family Day”(May 22)?

**Over 50% respondents would celebrate “Family Day” with family members.**

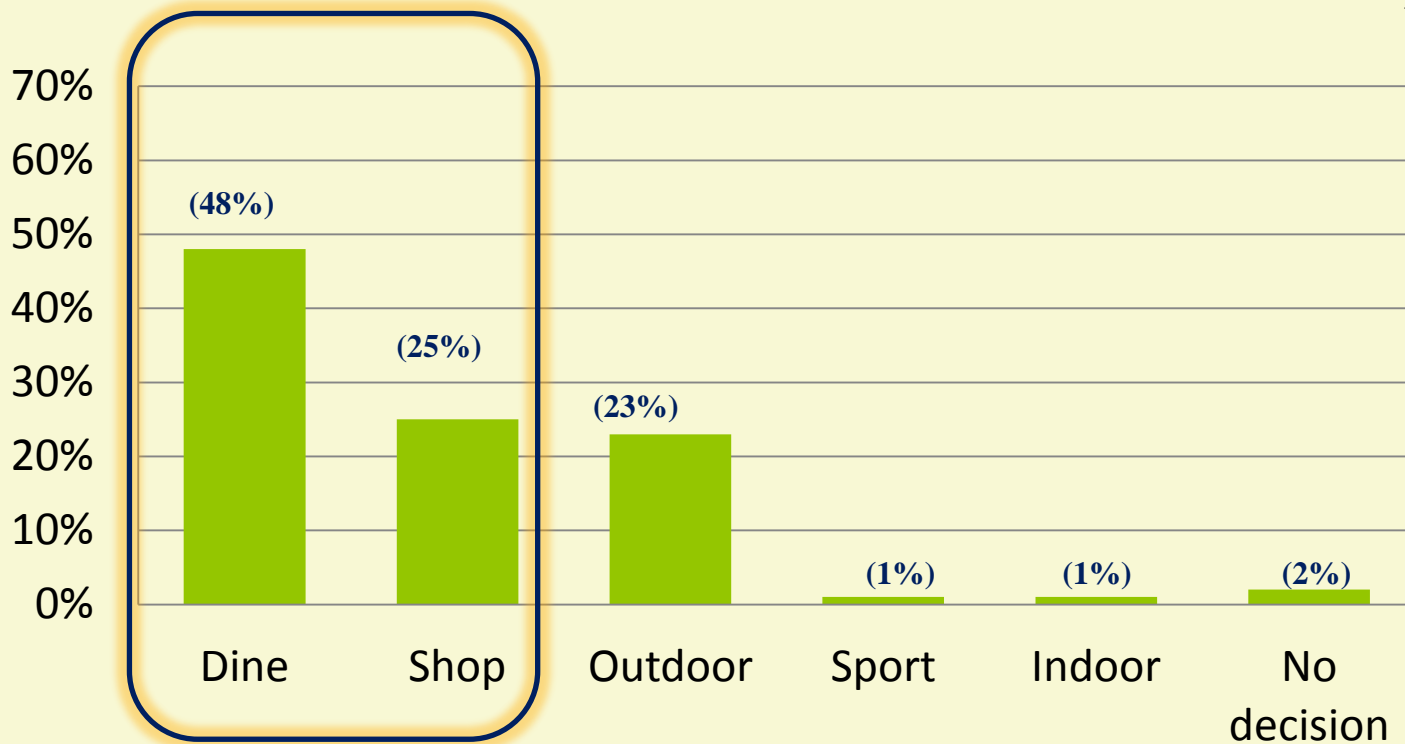
n=513



# “Family Day” – Celebration Pattern

Most respondents would celebrate dine (48%) or shop (25%) with family members on “Family Day”

n=262

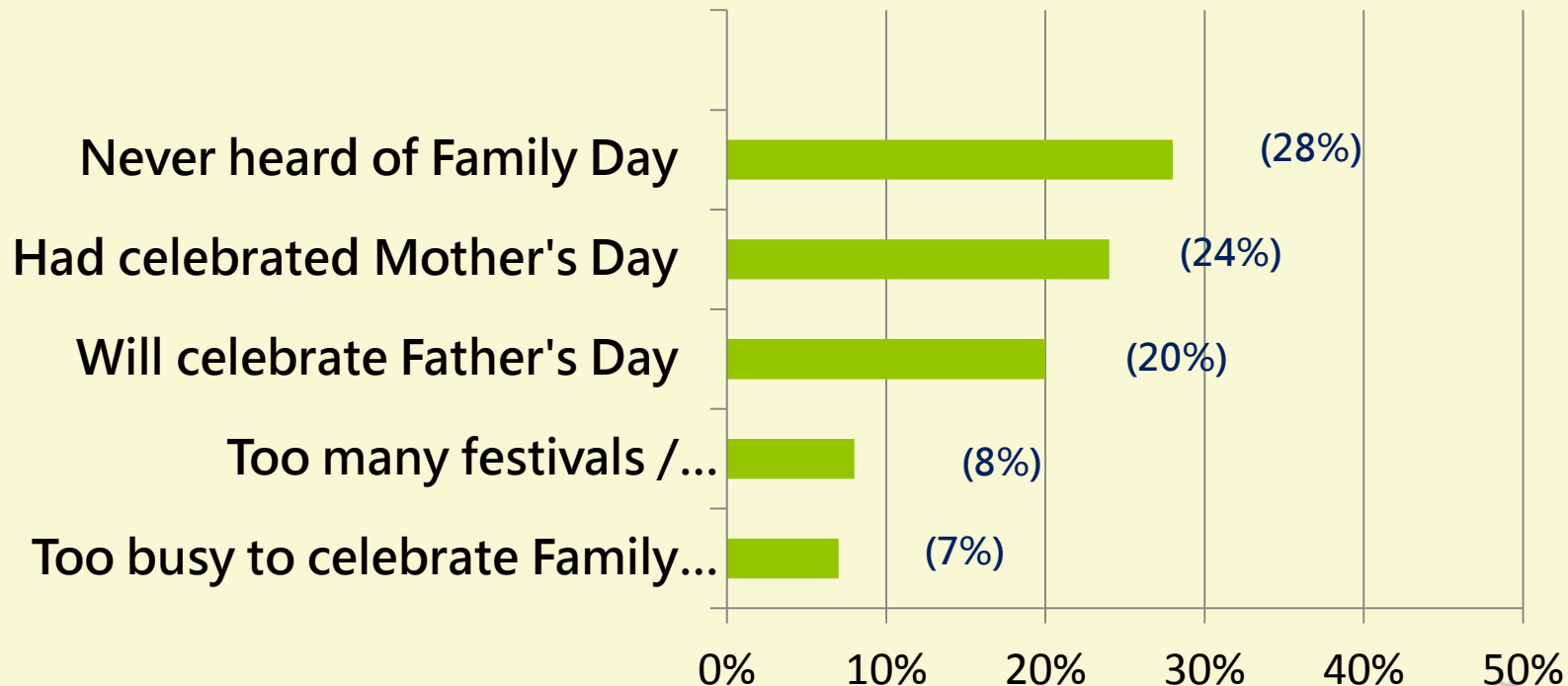


Remarks: pick 5 options at most

# Reasons for Not Celebrating “Family Day”

Most respondents who will not celebrate, because 28% of them “had never heard of ‘Family Day’”, followed by 24% “had celebrated Mother’s Day”.

n=251

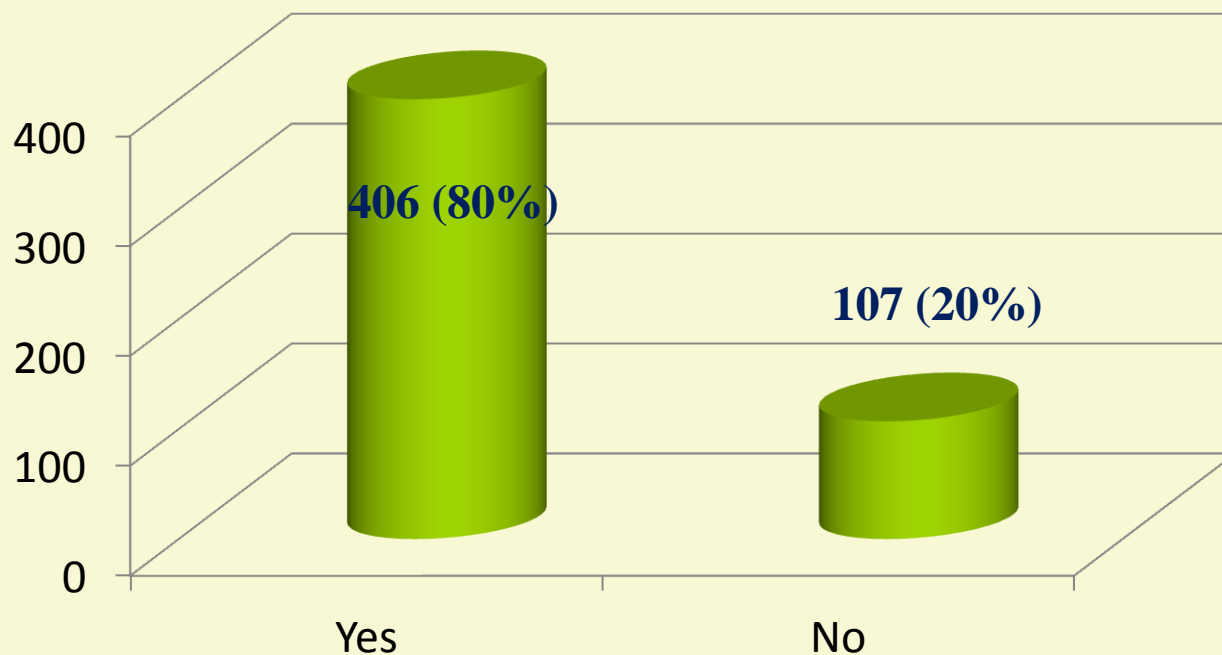


Remarks: pick 5 options at most

# Would you celebrate “Family Day” with your family if there are discounts or rewards upon purchase?

**80% respondents would celebrate “Family Day” with the family members.**

**n=513**



# Summary

- Over 90% respondents will celebrate Mother's Day 2016
- Regarding the pattern for celebrating Mother's Day dine (40%) and shop (39%) account for the most
- 51% respondents would celebrate "Family Day" in Hong Kong
- 48% respondents would celebrate "Family Day" by dining
- 80% would celebrate if there are discounts or rewards



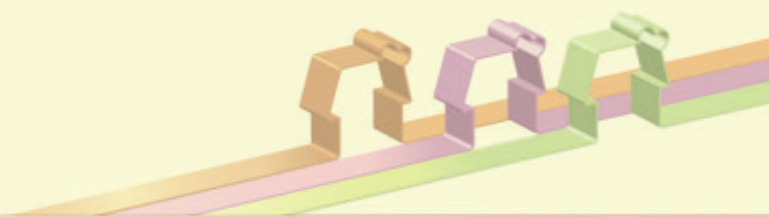
# Conclusions

- In Hong Kong, many people celebrate “Father’s Day” and “Mother’s Day” .  
But there is not a Family Day for family celebration.
- The survey found that many people in Hong Kong would celebrate Family Day and enjoy the benefits.
- The FAMILY Project initiates “Family Day 2016”, inviting local families to celebrate the festival together. Family members can participate in various events, including dining, shopping and playing together, so to spend more quality time together, improve communication and relationships.

# Sharing Topic (1): How do festivals improve family well-being

**Service Head of Family Service, Caritas Hong Kong**

**Ms. Angie Lai**





# Topics

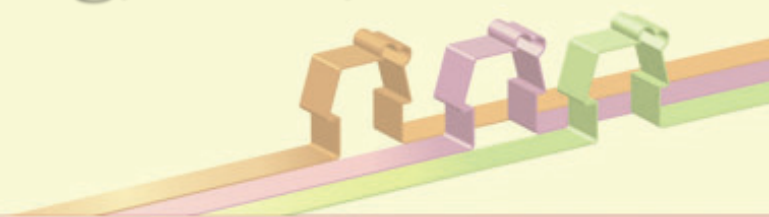
- Factors for enhancing family well-being:
  - ✓ Appreciation and Gratitude to family
  - ✓ Shouldering Responsibilities
  - ✓ Positive Communications
  - ✓ Sharing Happy Moments
  - ✓ Happiness
  - ✓ Successful Problem-solving
- Quality time enhancing family well-being:
  - ✓ City dwellers are too busy to create happy activities and show appreciation to family members.
  - ✓ Festivals are a good platform to express love and care to family members
- Fully utilize festivals to create happy moments and memories .



# “Family Day 2016” Details & Highlights

**Chair Professor of Community Medicine, School of Public Health, Li Ka Shing Faculty of Medicine, The University of Hong Kong; Sir Robert Kotewall Professor in Public Health; and Principal Investigator, FAMILY Project**

**Professor LAM Tai Hing, BBS, JP**



# Let us celebrate 3 festivals together

**1.Mother's Day ( May 8 )**



**2 weeks later**

**2.Family Day ( May 22 )**



**4 weeks later**

**3.Father's Day ( June 19 )**



家庭節主題曲：  
今日快樂歌

**Family Day Theme Song:**  
**“Happy Today to You”**



## **“Family Day @ Community”**

- Family Day – Smile Collection
- Family Day – Family Photos Online Sharing Competition
- Family Appreciation Workshop
- Family Day – Let’s Photo Shoot
- Family Day – Photo Exhibition

# **Family Day 2016**

**Event Period: 22/4 – 5/6/2016**

**Celebration Day: 22/5/2016**

## **“Family Day – Shopping Fun”:**

More than 300 outlets as at 22 April 2016

## **1,000 Family Members Vibrant Singing – “Family Day 2016” Fun Fair**

- 1,000 Family Members Vibrant Singing
- Guinness World Records Breaking

# Offers provided by Supporting Organizations

## Clothing

- Recommendation 1: Provide special sale booth for Family Day celebration
- Recommendation 2: Design apparels & accessories for Family Day
- Recommendation 3: Offers provided upon purchase, e.g. discounts

## Food

- Recommendation 1: Provide special menu for Family Day
- Recommendation 2: Free appetizers / desserts for family purchase
- Recommendation 3: Offers provided upon purchase, e.g. discounts

## Living

- Recommendation 1: Offers provided upon purchase, e.g. discounts
- Recommendation 2: Coupons given for family purchase

## Transport

- Recommendation 1: One free child (or elderly) ticket for purchase of 2 adult tickets
- Recommendation 2: Discounts given for purchase of family tickets

We welcome other suggestions

# Benefits for Supporting Organizations

- **Brand building**

Build a positive image through co-promoting “Family Day 2016”

- **Increase media exposure**

Increase exposure through promotion in different media

- **Widen target customer base**

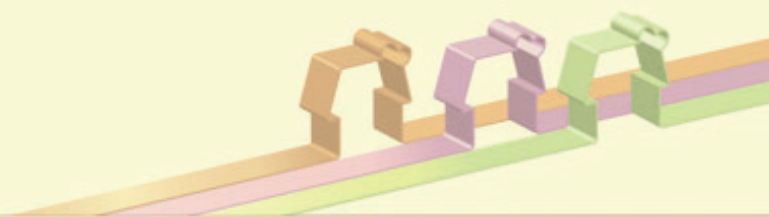
Widen the source of customers through attracting family consumption

- **Family-friendly policies**

Enhance staff’s sense of belonging by establishing a good employer image

- **Improve social harmony**

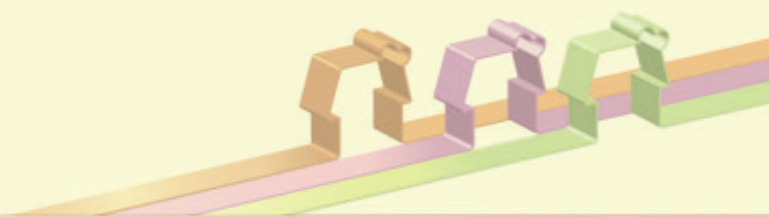
Unite society by encouraging residents to show appreciation to their family members, thus improving family harmony



# Sharing Topic(2): Change of Yum-cha Culture & Family Well-being in Hong Kong

**Chairman of Institution of Dining Art**

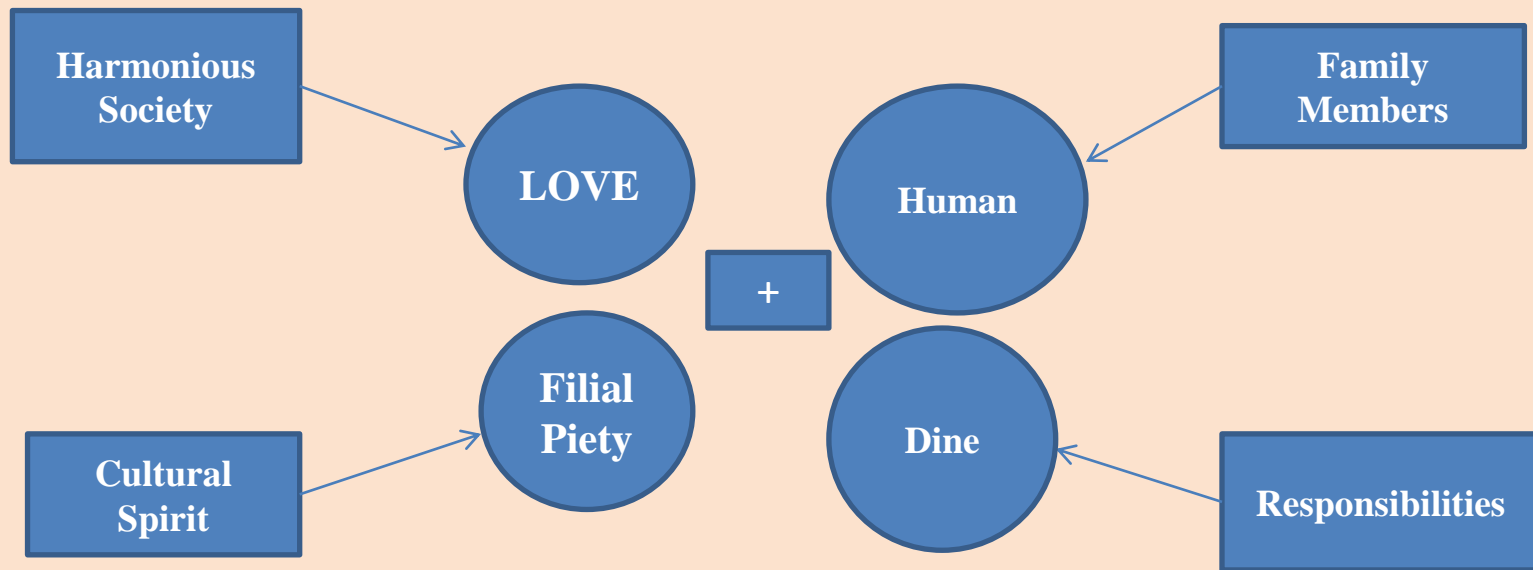
**Mr. Kelvin Yau**





# Yum-cha culture in restaurants and family well-being in Hong Kong

- Dinning is the first priority in Chinese Culture
- Filial Piety is important to Chinese People



# Yum-cha culture in restaurants and family well-being in Hong Kong

- Social Problems
  - “Cup-washing” culture in Chinese Cultures
  - Influences of the technologies
- Appreciation and Caring
- Enhance Communication
  - Local Food Culture
- Social Responsibilities of Catering Industry
  - Encourage communications
- Family Health, Happiness and Harmony (3Hs)
  - Family as a core

# “Family Day 2016” Logo





齊玩齊食齊慶祝  
家康家樂+幸福



# Acknowledgement

## Supporting Organizations:



Listed in no particular order

# Media Q&A



# Family Day 2016

Website :

<https://www.family.org.hk>

YouTube :

<https://www.youtube.com/user/familyhk3h>

Facebook :

<https://www.facebook.com/familyhk3h>

Enquiry Hotline : 3589 3782



- End - Thank You-