

# Clansmen Culture Promotion Scheme starts application from April 1

The Home Affairs Department (HAD) today (March 28) announced that the Clansmen Culture Promotion Scheme will be open for application from next Monday (April 1) to provide funding subsidy for clansmen associations to organise activities promoting hometown culture.

The Chief Executive announced in his 2023 Policy Address the launch of the Clansmen Culture Promotion Scheme for a period of three years, with a total funding of \$30 million earmarked for application by clansmen associations to organise activities promoting hometown culture. The scheme aims to deepen the public's understanding of and sense of belonging to their hometowns, thereby fostering the spirit of loving the motherland, Hong Kong and their hometowns. The HAD will earmark a dedicated funding of \$10 million for each of the next three financial years for application by clansmen associations.

Any locally registered clansmen associations with good reputation and track record; which have all along been committed to promoting hometown culture and fostering exchanges between Hong Kong and hometowns in order to promote the spirit of loving the motherland, Hong Kong and hometowns; and with experience in organising relevant activities, are eligible to apply for subsidy under the scheme to organise relevant activities to promote and preserve hometown culture, unite clansmen in Hong Kong and facilitate exchanges between the two places. There is no restriction on the form of the activities. As long as the activities are non-profit-making in nature and in line with the objectives of the scheme, applicant associations can make applications under the scheme. Generally speaking, the funding ceiling for each activity is \$200,000; applications exceeding the funding ceiling will be considered on a discretionary basis, taking into account the scale, creativity and content of the activities.

The HAD will accept funding applications for 2024-25 from clansmen associations starting from April 1, and hold briefings on April 2 and 5 to introduce the details of the scheme to eligible applicant associations. Application for 2024-25 will be open until April 30. For enquiries, please contact the HAD by email ([clansmen@had.gov.hk](mailto:clansmen@had.gov.hk))