

Public Libraries Advisory Committee
Summary of Discussion of the 54th Meeting Held on 10 November 2025

Programme Strategy of the Hong Kong Public Libraries for 2026-27
(PLAC 4/2025)

1. Members noted the report and made the following suggestions:
 - (a) To organise distinctive school library competitions to encourage and recognise schools to actively promote reading and utilise public library resources and services.
 - (b) Regarding large-scale promotional activities, Members suggested consolidating data from past events to analyse their effectiveness, so that targeted publicity initiatives could be disseminated to different groups.
 - (c) In view of the theme “Happiness/LIBRARY” of “Hong Kong Reading Week 2026”, Members suggested creating sub-themes based on different sources of happiness to better resonate with readers. They also suggested establishing performance indicators to measure the effectiveness of activities in enhancing participants’ sense of happiness.
 - (d) To collaborate with other organisations to study public reading habits and collect data to substantiate the benefits of reading.
 - (e) To invite Story Ambassadors to promote reading and public library services at reading corners of Community Living Rooms, thereby enabling members of the public to enhance their competitiveness through reading and extend the social impact of the initiative.
 - (f) To promote reading by continually collaborating with celebrities and key opinion leaders from various sectors who are also avid readers so as to build the event brand for enhanced synergy and maximise impact of reading promotion efforts.
 - (g) To invite Young Storytelling Ambassadors to share reading tips with their peers for enhanced effectiveness of reading promotion.

- (h) To adopt unique and innovative approaches to promote reading by providing an engaging environment/spatial setting and event design so as to attract readers' participation, making reading activities to be presented in a casual or unique way.
- (i) To collaborate with the Animal Watchers Programme of the Hong Kong Police Force to promote caring for animals and related books, and the Security Bureau to promote picture books on national security.
- (j) Members suggested the Toy Library of the Hong Kong Central Library (HKCL) organise activities with themes aligning with large-scale events held at Victoria Park, and utilise the footbridge connecting Victoria Park and the HKCL for publicity purposes to achieve synergy.
- (k) To create separate categories for novices and professionals in the Chinese Poetry Writing Competition to enhance public participation.
- (l) To incorporate dynamic elements in the Hong Kong Public Libraries' booth at the Hong Kong Book Fair 2026, such as inviting children to tell stories or introducing books through dance performances, to make the activities more interesting and engaging.

Secretariat of Public Libraries Advisory Committee
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