

37th Grandparents' Day Initiative by JCI Victoria



The 37th Grandparents' Day initiative, organised by Junior Chamber International Victoria since 1989, every 2nd Sunday of October. We are marking another milestone in our long-standing commitment to fostering intergenerational harmony and community wellbeing in Hong Kong. More than a symbolic annual event, this year's programme was designed as a data-driven, year-long community engagement strategy—combining research, public advocacy, and ongoing service initiatives.

Press Results

At the core of this year's campaign was the "Elderly Mental & Emotional Wellbeing Survey," conducted between December 2025 and January 2026. A total of 428 respondents aged 60 or above participated, providing valuable insights into the current emotional landscape of Hong Kong's ageing population. The findings revealed a critical social issue: a growing sense of emotional isolation and lack of perceived social value among the elderly, even among those living with family members.

These insights formed the foundation for our public engagement efforts. A press conference was successfully held at the Legislative Council Complex, where survey findings were officially released. The event brought together key stakeholders across sectors, including policymakers, medical professionals, and community leaders, to respond to the findings and advocate for a broader societal conversation on elderly mental wellbeing.



The initiative achieved strong public visibility and media reach. A total of 16 media coverages were secured across both Hong Kong and Mainland China, including well-recognised platforms such as Ming Pao, AM730, HK01, Phoenix News, and Sina. This level of exposure significantly amplified the message beyond our immediate network, positioning JCI Victoria as an active voice in addressing emerging social challenges.



Building on this momentum, the 37th Grandparents' Day adopts the theme "See. Touch. Love – Building Love", reflecting a shift from awareness to action. The programme is structured as a continuous, year-long service rather than a one-off event.

From April to July, a series of aromatherapy hand massage workshops will be conducted to train approximately 250 volunteers, including both young people and "young-old" participants. These workshops aim not only to equip volunteers with practical skills, but also to foster empathy, communication, and intergenerational understanding.

The flagship service will take place on 8 August, where trained volunteers will provide aromatherapy hand massage and companionship to over 500 elderly participants. This initiative is designed to create meaningful human connection through simple yet powerful acts of care—addressing the emotional needs highlighted in the survey.

Through this initiative, JCI Victoria continues to evolve its role—not only as a service provider, but as a connector between generations and a catalyst for social awareness. By aligning community needs with structured programmes and measurable outcomes, we aim to contribute meaningfully to a more inclusive and compassionate society.

Looking ahead, we will continue to build on this foundation, ensuring that Grandparents' Day remains not just a date on the calendar, but an ongoing commitment to "seeing," "connecting," and "valuing" our elderly community.



Member of LegCo
Hon Lam Chun-sing

Founding President of Hong Kong
Mental Wellness Association
Dr. May Lam



CEO of Chung Sing
Benevolent Society
Melinda Chan

Vice President of The Elderly
Services Association of Hong Kong
Manson Chan



JCI Victoria President
Zico Sit

JCI Victoria 37th Grandparents'
Day Flagship Project "Building
Love" Chairman
Yuri Wong



JCI Victoria 37th Grandparents'
Day Chairman
Vivian Wong