



## **Theme of the Year – “Scouting Be With You”**

### **Join Scouts, expand the horizon**

Responding to the World Organization of the Scout Movement (WOSM) and Asia-Pacific Regional Scout Committee’s “Vision in 2023” and the short-term, mid-term and long-term strategic plan of the Association, Public Relations Branch launches the 24-month Theme of the Year “Scouting Be With You” to promote Hong Kong Scouting, enhance Scout image and strengthen cohesion among members. The details are as follows:



#### **1) Theme of the Year**

Scouting Be With You

#### **2) Theme of the Year Hashtag**

“#scoutingbewithyou”

#### **3) Launch Period**

15 May 2018 - 15 May 2020 (24 months)

#### **4) Method of Participation**

To organize theme-related activities promoting Scouting spirit. A souvenir will be given to each applicant.

##### **I. “Scouting Be With You”**

##### **Enhance Scout Image Action**

(For individual applicant only)

Design theme-related promotional materials to enhance Scout image. Entry can be made with various media and styles including drawing, photo, video or any form that fit with the theme.

- Drawing**   ▪ A drawing in A4 size, both hand-drawing & printed picture are accepted.
- Photo/ Video**   ▪ All photos/ videos must be the original work of the applicant and must get the prior consent of all parties appeared in the photos/ videos.
- Share the photos/ videos on social

##### **II. “Scouting Be With You”**

##### **Implementation**

(For Scout Group, District, Region or AHQ Branch only)

Design a slogan prior to the event, and print on the circular or other promotional materials. The information can also be shared on social media platforms such as Facebook, Twitter, Instagram or YouTube channel with hashtag “#scoutingbewithyou”. Activities of implementations are:

- Promotion Activity**   ▪ For non-Scout members and public, such as community service and civil education activity.
- Retention Activity**   ▪ For Scout members who are going to promote to another Scout section, such as troop camping.

media platforms such as Facebook, Twitter, Instagram or YouTube channel with hashtag “#scoutingbewithyou” or upload the photos/ videos to the hosting server.

- Others**
- Any other formats e.g. Joins Us memo, promotion poster, micro-film or designs of promotion items (but not real products).



Submit the completed application form & entry to Public Relations Branch:

- The applicant should be an individual Scout member;
- There is no limit to the number of entries but each entry is entitled to apply for one time only;
- In case of plagiarism found, the application will not be processed;
- The size of the attachment in an email should not exceed 10MB each time.



- Activities should be held during 15 May 2018 to 15 May 2020 ;
- Applications must be submitted to Public Relations Branch by 15 June 2020 ;
- There is no limit to the number of entries but the same activity is entitled to apply for one time only.



Upon approval of the application, Public Relations Branch will inform the applicant by email for the collection of souvenirs.

**\*\*\* Valid email address should be provided in the Application Form \*\*\***

Those who have not received notification 2 weeks after their submission should contact Public Relations Branch for confirmation

**Reunion Activity**

- For former Scout members or Scout Alumni, such as Scout reunion and gathering.



Submit the completed application form with the following documents within a month after the event:

- a) Name list of all participating Scout members;
  - b) At least 3 digital photos in 3R size, including a group photo of all participating Scout members. Resolution of photo should be of at least 300dpi;
  - c) Report of the event in 50-200 words in MS Word format and;
  - d) Circular / promotional materials with slogan or related link.
- The applicant should be a Scout Group/ District/ Region/ AHQ Branch;
  - The activity time should be at least 4 hours;
  - All the activities should be held in compliance with the “Policy, Organization and Rules” of Scout Association of Hong Kong, and guidelines on Scout service as detailed in the Policy Circular No. 04/2018;
  - Applications must be signed by Group Scout Leaders/ District Commissioners or Assistant Chief Commissioners and affixed with the chop of authorized units.



Successful applicant is required to collect the souvenirs from Public Relations Branch within 2 months from the issue date of the notification email or the right for collection is null and void.

a) In person

Method I : Present the notification.

Method II : Present the reference number at the top right corner of the notification and show the Scout membership card/ Identity Card.

b) By a representative

Present the reference number at the top right corner of the notification and show the copy of applicant's Scout membership card/ Identity Card.

A souvenir will be given to each participant.

### 5) Submission Method

All forms and documents should be submitted through the following channels during the specified period :

- |              |  |
|--------------|--|
| 1) In Person | Public Relations Branch<br>Scout Association of Hong Kong<br>10/F Hong Kong Scout Centre<br>Austin Road, Scout Path, Kowloon<br>Office Hours :<br>Mon-Fri                    9:00am – 6:30pm<br>Sat                            9:00am – 5:00pm<br>Lunch                        1:00pm-2:00pm |
| 2) Fax       | 2302 1087  |
| 3) Email     | <a href="mailto:prca@scout.org.hk">prca@scout.org.hk</a>   |

\*\*\* To save paper, applicants are advised to submit application form and related materials by email to Public Relations Branch. Successful applications will be notified by email for the collection of souvenirs.\*\*\*

### 6) Enquiries

Please contact Public Relations Branch at 2957 6366.

Nancy HO  
Public Relations Commissioner

Notes :

- (1) All entries may be published in "Hong Kong Scouting" Magazine or uploaded to the social media platforms such as Facebook, Instagram or YouTube channel. The Association reserves the right to use, publish, broadcast and edit the entries for publicity purposes without notice and remuneration. All entries will not be returned to the applicants.
- (2) If applicants fail to follow the application procedures, Public Relations Branch may not be able to process the applications.
- (3) Public Relations Branch reserves the right for final approval of applications.

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**May Scouting be with you for life**