

**MESSAGE BY THE MINISTER OF CULTURE, YOUTH AND SPORTS  
IN CONJUNCTION WITH THE INTERNATIONAL DAY OF FAMILIES 2025  
“INTERNATIONAL DAY OF FAMILIES 2025”**

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1. The International Day of Families, observed every **15 May**, is a global initiative recognized by the United Nations (UN) to emphasize the vital role of the family institution in the social, economic, and cultural development of a nation. Accordingly, Brunei Darussalam also celebrates the International Day of Families annually as a sign of support and commitment to the importance of the family institution.
2. The theme of the International Day of Families in 2025 is **“Family-oriented Policies for Sustainable Development: Towards the Second World Summit for Social Development 2025.”**
3. A strong family institution is vital in supporting the achievement of **Brunei Vision 2035**, particularly the **Second Goal**, which is **High Quality of Life. Empowering Caring, Strong, and Resilient Families** has been identified as **Aspiration 2** under the **Social Blueprint**, emphasizing the importance of the family institution as one of the key pillars in building a prosperous society.
4. Therefore, we must strive to strengthen the family institution and ensure that **family well-being remains as a core element in the country’s sustainable development planning**. This will also support the aspiration to **build a resilient Bruneian society** in facing future challenges.
5. Every family will inevitably face the **increasingly complex and challenging realities of life**, such as social issues and economic pressures. **It is within the family that individuals find support, and together with the family, we experience every moment of joy and hardship. The family institution serves as one of the main foundations for shaping a person’s identity, values, and sense of self.**
6. *Alhamdulillah*, **various efforts** to raise awareness on the importance of family well-being have been and continue to be actively carried out by various parties in Brunei Darussalam. One of the key initiatives is the **National Family Day (HKK)**, celebrated annually on the first Sunday of May since 2012. This year, the celebration took place on 4th May 2025, with the theme *“Keluargaku Harapanku”* or *“My Family, My Hope”* with the focus of “Instilling the Core Values of Brunei Families: Love, Responsibility; Respect; Care”
7. In 2024, we witnessed the support of various parties in implementing several activities in conjunction with National Family Day, at the national, district, *mukim* (subdistrict), village, organization, association, and community levels, **providing opportunities to strengthen family bonding**. For example:

- a. *Santai Keluarga Harmoni* (Family Harmony Leisure Day), in collaboration with BIBD
  - b. Discover UBD Challenge
  - c. National Family Day Carnival, organized by the Consultative Council of *Mukim Kuala Belait*
  - d. *Forum Perdana* on Empowering the Family Institution in conjunction with HKK 2024, organized by the Consultative Council of *Mukim Pekan Tutong*
  - e. *Temburong Bisai 2024: National Family Day 2024 Edition*
  - f. Big Kem Family Run, organized by The Big Kem Project
  - g. “Baby Shark: The Hidden Treasure” Performance in conjunction with HKK 2024, organized by Top-Bins Event Management.
8. It is hoped that all parties, whether from government agencies, the private sector, associations, institutions, village heads and leaders, as well as grassroots leaders, **will continue to give commitment and Whole-of-Nation cooperation**, particularly in ensuring the successful implementation of the National Family Day celebration events.
  9. *Insha Allah*, this year will see the launch of the **Plan of Action on Family Institution (2025–2029)**. Amongst others, this Plan of Action will highlight strategies and programmes to be implemented with a Whole-of-Nation approach, aimed at cultivating a family-oriented culture, improving sustainable and impactful social protection support through more targeted interventions that will be tailored to families’ living conditions, including vulnerable groups, and introducing the concept of family resilience.
  10. The family institution is a vital foundation in social and economic development, and serves as the main support system for individuals. **Brunei’s Core Family Values** form the basis for building a prosperous society. Let us all “**Love, Be Responsible, Respect, and Care**” for every member of our families.
  11. *Insha Allah*, with continuous efforts and cooperation from all parties, let us pray to Allah Subhanahu Wa Ta’ala for the continued progress of this nation in a peaceful and prosperous environment, in harmony and unity for the Monarch, Nation, People, and Religion, under the protection of Allah Subhanahu Wa Ta’ala, as a happy family in a nation that is *Baldatun Tayyibatun wa Rabbun Ghafur*.

**Happy International Day of Families 2025**  
to all families in Brunei Darussalam.

**“Brunei’s Core Family Values:  
Love, Responsibility, Respect, Care”  
(SaTu HaraPan)**