

# HKPF holds SafeCity Ambassadors Appointment and Recognition Ceremony 2025 today (with photos)

The Crime Prevention Bureau (CPB) of the Hong Kong Police Force (HKPF) held the SafeCity Ambassadors Appointment and Recognition Ceremony 2025 today (May 16) to appoint a new batch of "SafeCity Ambassadors", who are joining hands with the HKPF to enhance crime prevention, and to commend the organisations which have actively disseminated anti-crime messages over the past year.

In his opening remarks, the Commissioner of Police, Mr Chow Yat-ming, said that the Force strives to establish partnership with the community to maintain social stability. With the concerted efforts of the HKPF and the public, the overall law and order situation improved further in the first quarter of 2025. There were a total of 20 756 crimes, a year-on-year decrease of 3 per cent. Leaving deception cases aside, the overall crime figure registered a drop of 1 160 cases or more than 9 per cent. The numbers of most traditional crimes declined significantly, with those of robbery and burglary cases falling by around 20 per cent respectively and that of violent crimes reducing by over 10 per cent. The number of deception cases in Hong Kong had increased by 5.8 per cent to 9 487 in the first quarter amid a continued rise in online crimes and fraud cases globally.

Mr Chow added that the Force will embrace changes while staying innovative and flexible in meeting challenges. He hoped that all sectors of the community would work in close collaboration to promote crime detection and prevention, and that the Police and the public would work hand in hand to cope with changes.

At the ceremony, the Police appointed the representatives of 19 organisations and groups as "SafeCity Ambassadors". Together with 83 representatives appointed in the past two years, they will share good practices in crime prevention with the public, encourage community-wide participation in crime prevention, and establish a crime prevention culture, standing shoulder to shoulder with the Force to spread messages against crime. Representatives of 10 organisations were presented with the "Crime Alerts Network Outstanding Contribution Award" in appreciation of their efforts in promoting crime prevention.

Furthermore, the Hong Kong Housing Authority (HA) was recognised with the accolade of "SafeCity Crime Prevention Partner" for actively responding to the call for publicity. Over the past year, the HA has disseminated the latest crime prevention information to public housing residents through various channels.

The "Timeline" exhibition in the venue showcased valuable historical

information and pictures, offering a review of the Force's crime prevention strategies since its establishment in 1844, especially the achievements in Police-public co-operation in keeping pace with the times and meeting challenges in full strength.

Since its launch in 2023, the [SafeCity.HK](https://www.safe-city.hk) website of the CPB received more than 12 million hits. A hyperlink of the [Inter-departmental Counter Terrorism Unit](#)'s website has been added to raise public awareness of counter-terrorism and safety. The "Crime Alerts Network", established by the HKPF in 2022, delivers crime alerts promptly via instant messaging platform to a wide range of working partners, including principals, parents, social workers and various private organisations. The network has now registered over 3.2 million recipients for the weekly crime prevention update.

Other officiating guests of the ceremony included the Deputy Commissioner of Police (Operations), Mr Yip Wan-lung; the Acting Director of Crime and Security, Ms Chung Wing-man; the Chief Superintendent of Police (Crime Support), Ms Yu Hoi-kwan; and the Chairpersons of District Fight Crime Committees.

