

The image shows a lush green field of crops, likely corn, under a bright sky. A semi-transparent green rectangular box is overlaid on the right side of the image, containing the text "Development and Support" in white. The text is centered within the box and is the primary focus of the slide.

Development and Support



Partnership and Resource Development

The Federation cooperates with hundreds of partners in the business, educational, government and private sectors, as well as with foundations and trusts, non-governmental organisations, associations and Chambers of Commerce. Collaborations involve far more than just sponsorship and fundraising. They include mentorships, donations in cash and in kind, venue support, pro bono service and event organisation. The highlights are reported in the fortnightly e-newsletter, *Youth Matters*.



Partnership Project Highlights

A new partnership relationship has been built with the Bank of China. Supported by the Bank's Caring Hong Kong - a Heart Warming Campaign, the Federation launched a Youth Entrepreneurs Project, providing interest-free start-up loans and other assistances to those young people with viable business plans but without adequate resources to realize their ambitions and set-up their own businesses.

The government's Mega Events Fund, together with Hong Kong Arts Development Council, U.S. Consulate General Hong Kong & Macau and Sino Group, sponsored the Federation's *Hong Kong 2010 International a cappella Festival* held in March-April 2010. The festival featured indoor and outdoor *a cappella* concerts of talented *a cappella* singing groups from Taiwan, Singapore, Sweden and the United States as well as the Federation's own HKFYG Hong Kong Melody Makers. Audiences of over 10,000 enjoyed this major event and the wonderful music presented.



Hang Seng Bank Limited has been for the second year the title sponsor of the Federation's *Leaders to Leaders Lecture Series*. The series, co-organised by Leadership 21 and The University of Hong Kong, ran from March to September. The theme for 2010 was "Hong Kong Today - Pass on the Wonders of Hong Kong". Youth leaders at the lectures benefitted from the professional knowledge and insight of distinguished speakers.

With the Standard Chartered Bank (Hong Kong) Limited as sole sponsor, the Federation organised the annual *Standard Chartered Hong Kong English Public Speaking Contest* with the English-Speaking Union (Hong Kong) from late January to early April in 2010. It has attracted a record-breaking 2,100 students and more from 150 secondary schools to develop language and public speaking skills.



Sponsored by the Mission Hills Golf Club, the *HKFYG Mission Hills Youth Golf Camp* was held on 22 and 23 July 2009 in Shenzhen. Youngsters had the opportunity to play golf and learn the etiquette of golf under the instruction of Cindy Reid, an international renowned golf coach, and her team. Besides, the participants also took part in a mini golf tournament and watched the Faldo Series Asia Tournament.

The "*Be NetWise*" Internet Education Campaign, funded by the Office of the Government Chief Information Officer, supported the Federation as Central Coordinator working with 14 participating organisations. This one-year territory-wide programme was launched in September 2009, aimed at increasing awareness of safe online behaviour. Over 500 young people were employed and trained as Internet Ambassadors to advocate the Campaign's



Fook Charity Foundation, Mr. Barrie Ho, Squina International Group Limited, Langham Place Hotel, MTR Corporation, Wing On Department Stores, Hai Sang Hong Marine Foodstuffs Limited and Ocean Park Hong Kong. Support was also given by Famous Amos and Hung Fook Tong which generously donated cash discount coupons to be attached to each raffle ticket for their products.

The Federation's territory-wide *Flag Day* was successfully held on 12 August 2009. Approximately 4,500 volunteers helped sell flags. A charity sale of Dextro candies and other donated items and a *Gold Flag Ambassadors Scheme* were side events for *Flag Day*. The Federation's service units at district level also organised local charity programmes to raise money. The aim of the *Flag Day* was to provide support to children and youth with special needs.

Donations, Sponsorship and Mentorship

The Federation also benefited from the charity events of other organisations and individuals. The Sports Association of the Correctional Services Department, the Hong Kong Cricket Association, ELC (HK) Limited and Mr. Darren Riley Marshall made the Federation a beneficiary of their charity events. Both MARS Foods Inc. and Famous Amos organised charity sales and donated parts of the proceeds to the Federation. A charity game marathon was held in New Town Plaza to support the Federation's youth work.



Sponsorship in kind and in cash from corporate bodies and individuals has been extraordinarily generous in the last year as a result of the hard work of the Partnership Office. It has included donations not only of goods and funds but also of time, expertise, experience and advice. Other activities where partnership roles have featured strongly are competitions, showcases and awards,

message. The NetWise Support Centre for Families was set up to provide a one-stop service for parents and children. Large-scale activities, such as internet safety talks, workshops, exhibition and home visits, were also organised, all of each would not have succeeded without the support from various government departments and corporations including the Education Bureau, the Customs and Excise Department, the Hong Kong Police Force, the Intellectual Property Department, the Office of the Telecommunications Authority, the Office of the Privacy Commissioner for Personal Data, the Television and Entertainment Licensing Authority, Hong Kong Internet Registration Corporation Limited, Café de Coral Group Limited, E-Mice Group and Microsoft Hong Kong Limited.

Caring Company Scheme

To recognise the dedication of partners, the Federation successfully nominated 137 companies and 11 organisations for the Hong Kong Council of Social Service 2009-10 Caring Company Logo and Caring Organisation Logo. It is an important recognition to their corporate citizenship and caring spirit.

Fundraising

A *Grand Raffle 2009* was launched from mid of March to end of April. The fund was raised for providing support to low-income families without enough resources to allow their children to participate in out-of-school learning activities and programmes. More than forty great prizes were given out with generous sponsorship from about 20 corporate sponsors including Northwest Airlines, Hong Kong Dragon Airlines Limited, Elegant Watch and Jewellery Company Limited, Regal Airport Hotel, Sony Ericsson Mobile Communications International AB, adidas Hong Kong Limited, Adler Jewellery Limited, Oregon Scientific Hong Kong Limited, Carsac Limited, The Peninsula Hong Kong, Starbucks Coffee Hong Kong, Chow Tai



where partners have helped on selection panels, donated prizes, provided venues or equipment for Federation premises.

Donations of goods, special offers and matched sponsorships for youth members and underprivileged children have included cash, guided tours, trial classes, discounted or free subscriptions, and free tickets to films, sports events, concerts, exhibitions, theme parks and the theatre.

Contributions from corporate volunteers in activities ranged from adventure training to outings, seminars and workshops. There have been career and educational expos with dozens of contributors and collaborators from the business sector. Furthermore, media and publishing sponsors have provided free or low-cost promotion for many Federation programmes and events as well as advertising on roadshows, video walls and websites.

Other Sponsors

The Partnership and Resource Development Office has coordinated 217 funding proposals on behalf of the Federation units throughout the year. The Federation is much indebted to the following (in alphabetical order) for their generous sponsorship



of events, programmes and activities:

- Apple Daily Charitable Fund
- Beat Drugs Fund Special Funding Scheme
- Research Project
- Community Investment and Inclusion Fund
- Commission on Youth
- Committee on the Promotion of Civic Education
- "Control of Obscene and Indecent Articles Ordinance" Related Publicity and Public Education Activities Subsidising Scheme
- Digital Solidarity Fund
- Hong Kong Arts Development Council
- Hongkong Bank Foundation District Community Programme
- Hung Hing Ying and Leung Hau Ling Charitable Foundation
- Kelly Chen Children Education Fund
- Mega Events Fund
- Opportunities for the Elderly Project
- Quality Education Fund
- Sir David Trench Fund for Recreation
- Sir Robert Black Trust Fund Grants
- Television and Entertainment Licensing Authority
- The Board of Management of the Chinese Permanent Cemeteries
- The Community Chest of Hong Kong (Capital Project Fund)
- The Hong Kong Jockey Club Charities Trust
- The Sir Robert Ho Tung Charitable Fund
- The Verdant Foundation Limited

Upcoming Events

Forthcoming fundraising events include a raffle campaign, a walkathon, a gala dinner and another territory wide *Flag Day*. Strategies on continuous enhancement of relationships with partners and innovative fundraising continue to be developed.

Corporate Planning

The Corporate Planning Unit works hand-in-hand with all service units and centralised departments to formulate the strategic service foci and pledged performance targets. Corporate planning is an on-going process: beginning with a staff consultation and discussion and concluding with the publication of the Annual Plan.



2009 Best Practice Gold Award for Organisational Change

To overcome the challenges brought about by the Lump Sum Grant Subvention System, the Federation kicked off a re-engineering exercise in 2001. Since then, an annual systematic service and budget planning mechanism, at both corporate and unit levels, has been put into place. This is to ensure that the service plans and outcomes meet the needs of young people. Under the leadership of the Council, and with the full support of staff members, the Federation pursues its goals and pledged performance targets accordingly. After nine years of continuous effort, the Federation's corporate planning mechanism received the "Best Practice Gold Award for Organisational Change" which was awarded by the Hong Kong Council of Social Service.

The Second 5-Year Corporate Plan

In 2008, the Federation began its planning cycle for the coming five years. With the active participation and involvement of staff members, the Federation's Second 5-Year Corporate Plan 2009-14, along with five strategic directions were formulated. The five strategic directions are: connectivity, caring, community engagement, professional collaboration and resources development.

Exercise Plan for 2010-11

The Exercise Plan for 2010-11 is the tenth cycle of corporate planning to formulate strategic foci and pledged performance targets. Visits were made to 51 units, staff were engaged, focus groups with 138 field staff and units-in-charge, as well as consultations with supervisors were held from September to October of 2009.

Connectivity

For the next year, 2010-11, all service units of the Federation will continue to highlight Connectivity as a priority. This implies that all service units will do their utmost to connect with youth members through the existing and new Web 2.0 digital platforms, as well as to empower core members to take the lead in services. Along with the launch of a computerised "e-Member Relationship Management" System, an effective system is assured.

The Annual Plan 2010-11

The *Annual Plan 2010-11* was published in May 2010, in which the overall attainment of various Key Performance Indicators and business plans were reported. A simplified version in pamphlet form was also prepared. Copies of the Annual Plan and pamphlets were widely distributed to government departments, funding bodies, partners, non-governmental organisations, universities and schools.



Staff Training

As a Learning Organisation, the Federation is committed to equipping staff with continuous training in order to update both knowledge and skills. Lifelong learning is our mission and staff are encouraged to make use of as many training channels and learning platforms as possible.



In-house Training

During the year, 59 in-house training programmes were organised for staff members, with a total attendance of 2,269. The programmes covered a range of topics, including national studies, service innovation, IT skills, the Internet and web safety. Visits were also arranged to such venues as youth social enterprises, youth employment centres and an educational film studio.



Professional training was also encouraged, as were thematic talks to broaden staff understanding on current and global affairs and trends.

Professional Training Series

In order to retain professional pre-eminence, eight sessions on *Learning Difficulties of Youth and Children* were organised for social workers stationed in primary and secondary schools and Youth S.P.O.s, along with teachers from nurseries, primary and secondary schools. The course covered such topics as depression and anxiety

disorders, dyslexia, attention deficiency and hyperactivity, autism and Asperger's Syndrome, sensory integration dysfunction and oppositional deviant disorder. Academics and experts were invited to lead the workshops.

Mediation has become a common and effective method in resolving disputes and conflicts, which is now being used in better handling of parent-child relationships. A Certificate Course of 40 hours was organised to prepare the participants to become accredited mediators.

Sharing Session after Staff Meeting

For youth workers to maintain their relevance, they need to keep abreast of current affairs, youth issues and global trends. Three sharing sessions were organised, each after the different staff meetings. Entitled, "Challenges and opportunities brought about by the new academic structure on youth work", "Web 2.0: connectivity with youth" and a report back session on the "National Studies Course in Beijing". Altogether 1,104 staff members took part.

Local and Overseas Training

The Federation sponsored 218 staff members to attend 100 different local short-term training programmes organised by various external bodies, including the Hong Kong Council of Social Service, the Hong Kong Social Workers Association and local universities. Around 1,644 training hours were sponsored.

Sponsorship was also granted to 35 staff members to attend exchange and exposure programmes in Beijing and overseas, including the *National Studies Course* in Beijing, *The Third Seminar on Camping in Asia-Pacific Region* and an *Eco-tour on Marine*



Life in Southern Taiwan in Taiwan. Also included was a *Study Visit on Management and Operation of Mentoring Programmes for Deprived Children and Youth* in Sydney, Australia, an *EDB Study Tour on e-Learning* and an *Operation Breakthrough Study Trip on Drug Abuse and Youth* in London, U.K.

National Studies Course for Youth Workers in Beijing

This five day course in October 2009 was organised jointly with the China Youth University for Political Sciences and the All-China Youth Federation. The Federation sent 26 officers and a vice principal to attend the course, which included site visits, to learn more about developments on the Mainland.

Formal Social Work Training

The Federation granted agency-attached placements for four staff members studying for either a Bachelor's Degree or Master's Degree in Social Work for the year. For 2010-11 academic year, two staff members were to be granted sponsorship to take up agency-attached placements.

Exchanges with Youth Work Professionals from the Mainland and Overseas

To assist and facilitate the development of youth work and practical skills in the Mainland, the Federation again provided two to three week attachment programmes for two batches of 24 youth workers from Shanghai. In addition, a five-day visit and training programme in Hong Kong was jointly organised with the All-China Youth Federation for 34 government officials from different Mainland cities and provinces. Reception programmes were also arranged for the delegation of government officials of ethnic minorities organised by the China Youth University for Political Sciences, a delegation of social work scholars and students from the Yunnan University and a delegation of social workers from the Student Care Service in Singapore.

Student Fieldwork Placement and Internships

The Federation continued to provide placement opportunities to social work and other students from the different local universities. During the academic year, a total of 134 students studying for a Master's Degree, Bachelor's Degree, Higher Diploma or Associate Degree Programmes in Social Work, Psychology and Early Childhood Education were offered placements at various service units. A further 34 internships were offered to help facilitate academic as well as vocational attainments.



Information Technology

During the past year, the Information Technology (IT) Unit developed a series of projects to enhance internal productivity and connection with service users.

Member Relationship Management System

A major overhaul was carried out to the External Member Relationship Management System to allow both members and general service users to use the system to enrol and pay for any programmes online.

The system was also expanded to become a social networking site to allow users to make friends and to share their talents with others.

Poll Research Management System

To continuously raise the bar of providing quality services, the Unit built a poll research management system to facilitate the carrying out of surveys and help with data analysis. The system has proved to be very effective in helping staff handle large amount of survey data.

Casework Management System

Internally, a sophisticated Casework Management System was developed to provide more efficient management services. The system is a comprehensive approach to integrate automatic work flow from various kinds of case management and approval into a pipeline structure. This changes the process from paper-based to computer-based, with auto-email alerts. As a result, the System cuts down paper wastage, shortens circulation time of approval and stores and retrieves data efficiently. The automatic generation of report analyses based on Service Quality Standards eliminates the tedium of composing reports by staff as all reports are computer-generated without interference, allowing staff to use their time for service-oriented tasks.

Computing Environment Standardization

The Unit also carried out Computing Environment Standardisation from unit to unit, as well as coordinated the network, computers and audio-visual equipment setup for those newly established and renovated service units. The initiative unifies and standardises various aspects of IT, such as networking, computer standards, file servers, software handling and ongoing maintenance in order to meet the objective of "lowering operation cost with higher productivity".

Premises Development

The Premises Development Unit has kept busy by various projects.

Modernisation Projects

The Lotteries Fund approved a grant to the Federation to carry out major renovation work at the Lung Hang Youth S.P.O.T., the Felix Wong Youth S.P.O.T., the Tin Shui Youth S.P.O.T., the Heng Fa Chuen Youth S.P.O.T., as well as the Tsuen Wan and Kwai Chung, Sai Kung and Wong Tai Sin Outreaching Social Work Offices.



Maintenance

The Unit closely monitors the physical condition of all Federation premises in order to keep them in a good condition so that safety is ensured. Over the past year, more than 44 improvement and minor renovations were carried out.

New Office for Youth Volunteer Network

A new office for the Youth Volunteer Network was set up at Youth Square in Chai Wan. The office space plus two function rooms, which can accommodate 120 persons, now form the new home of VNET.

Phase III Redevelopment of the Jockey Club Sai Kung Outdoor Training Camp

Under the leadership of Mr. Wan Man-yee, BBS, JP, Member of the Council, Phase III of the Redevelopment Project is now underway. The main focus will be on the construction of a new Canteen Block and a café, 16 more bungalows to increase the residential accommodation from 236 to 460 bed spaces and two platform decks near the existing slipway to provide a ground level open area for outdoor activities.

HKFYG Organic Farm

Improvement works were carried out at the newly acquired organic farm, compartmentalising the farm into distinct functional areas and to allow more space for exhibition and education purpose.

