

Hong Kong Young Ambassador Scheme

香港青年大使計劃



Learning about self through helping others

What do Ocean Park, the Peak Tower, Hong Kong Wetland Park, the Chinese New Year Night Parade and the Hong Kong Sevens have in common?

Apart from being iconic attractions in Hong Kong, they are also some of the venues and events at which the Hong Kong Young Ambassadors were present.

Since the inception of The Hong Kong Young Ambassador Scheme in 2001, more than 2,200 Young Ambassadors have manned tourist attractions and taken part in local large-scale promotional activities. Together they have served more than 170,000 hours and 4,900,000 visitors to showcase Hong Kong's hospitality to the world.

Through the Scheme, the "Young Service Stars" Competition was also implemented. Since 2009, the Competition has offered Young Ambassadors an extension of their activities, including visitations to companies and participation in promotional activities, all towards advocating a culture of service excellence.

The Hong Kong Young Ambassador Alumni Association was established in 2003 with past participants mentoring current Ambassadors.



從推廣香港到鞏固對香港的歸屬感

海洋公園、山頂凌霄閣、香港濕地公園、新春花車巡遊、香港國際七人欖球賽，它們有何相似之處？

以上各項除了是香港著名的旅遊景點和盛事，原來也是香港青年大使服務和學習的場所。

香港青年大使計劃自2001年成立至今，共培育逾2,200位熱愛香港的青年人成為親善大使。他們竭誠駐守景點及參與本地大型旅遊推廣活動外，為香港旅遊業貢獻超過17萬小時，服務逾490萬人次。

計劃並自2009年起舉辦「青年服務之星」大獎賽，融合優質服務文化，強化企業探訪及籌辦「好客之道遍校園」推廣活動，擴大了香港青年大使的服務範疇。

2003年成立的香港青年大使聯盟，讓已卸任的香港青年大使，擔任現屆成員的導師，繼續為本計劃服務。



"What an exhilarating experience! I love the challenge of serving visitors and being exposed to such a wide range of perspectives and culture. That this can be done while promoting my home town is all the more wonderful!"

Lau Tsung-ling, Hong Kong Young Ambassador 2010/11

「藉著香港青年大使的身份，我有幸參與本地大型旅遊盛事，親身以笑容款待旅客。這些難忘的交流體驗，使我對香港有更深的認識和歸屬感。」

香港青年大使2010/11 劉濼玲

Co-organiser

Co-organiser of the "Young Service Stars" Competition

Printing Sponsor

Collaborating Organisations in Stationing Service at Tourist Spots

合辦機構

「青年服務之星」大獎賽合辦機構

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Tourism Commission

Hong Kong Association for Customer Service Excellence

Power Logistics Ltd.

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旅遊事務署

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Heart to Heart Project

有心計劃



Bringing joy to others

One Saturday morning, a group of primary school students visited a home for the elderly. For two hours, the youngsters engaged the residents in group singing, dancing and other activities. They also shared gifts. The encounter was one of great joy and satisfaction, encouraging in the students the need to care and be concerned for others.

This happy occasion – and many others like it – was due to the generosity and spirit of participating companies in the “Heart to Heart Project”. With a modest sum of HK\$3,000 (or its multiple) a year, schools are helped to set up volunteer corps which then volunteer a minimum of 2,000 hours a year.

Since the launch of the project in 2005, 420 schools and 220 companies have supported 797 service projects, achieving the mission of giving and bridging people of different backgrounds and ages.

Joining hands and joining hearts, this is a project that brings satisfaction to all involved.



為他人帶來開心快樂

一個星期六的上午，一群小學生一起到老人院去。兩個小時內，他們安排了一連串的歌舞表演、小組遊戲、健身操和大派禮物，不僅為住院長者帶來美好時光，也為自己帶來前所未有的滿足感，推動他們繼續關愛他人。

這一切還有賴在背後默默支持的「有心企業」。「有心計劃」邀請工商機構資助「有心學校」義工隊每隊每年

3,000元的服務經費，藉此鼓勵中、小學推動學生成為義工，每年最少為社會貢獻2,000服務小時。

計劃自2005年推出至今，已成功鼓勵420間學校，以及220間工商機構加入，贊助共797項社會服務計劃；更把不同背景和年齡的人連繫起來。

同攜手，心連心，這個計劃讓施與受的同樣歡愉。



“I felt energised and good that I had the ability to bring happiness to others.”

Li Wang-hing, Student Volunteer,
C.C.C. Wanchai Church Kei To Primary School

「我們能將歡樂帶給他人，令我十分欣慰。」

中華基督教會灣仔堂基道小學
學生義工 李泓慶

Funder	The Hong Kong Jockey Club Charities Trust
Supporting Organisations	Social Welfare Department, The Hong Kong Council of Social Service
Direct Marketing Sponsor	Direct Marketing of Asia Ltd.
Printing Sponsor	Power Logistics Ltd.
捐助機構	香港賽馬會慈善信託基金
支持機構	社會福利署、香港社會服務聯會
直效行銷贊助	亞洲直接市場有限公司
印刷贊助	縱橫物流服務有限公司

Resolving Conflict with Love

生命農夫·衝出愛

Nurturing family harmony

“Mom always nags me!”
“My son never listens!”
“I’ve had enough!”

Such comments are not uncommon in most families, with parents’ views differing greatly from those of their adolescent children. However, if not dealt with, a breakdown in family communication can bring harm to the family harmony.

From September 2011 to March 2012, “Resolving Conflict with Love” was launched, aimed at facilitating appropriate parent-child communication and conflict resolution.

Four young artists, Det Dik, JJ Jia, Eddie@EO2 and Rainky, along with renowned radio parenting programme host Blanche Tang, were appointed as Parent-child Mediation Ambassadors. Together with social workers, they shared their personal experiences in dealing with conflicts. Speaking with students and parents from more than 20 secondary schools, they urged everyone to address conflict early and to let the process start “from me”.



促進親子和諧共處

「媽媽總是嘮嘮叨叨，煩死了！」
「我的兒子從來不聽我的！」
「我受夠了！」

這類感受或意見，在許多家庭並不少見。青少年子女在成長過程中難免與父母出現意見分歧，若缺乏適當溝通，分歧會化成衝突，當衝突愈演愈烈，便有損家庭和諧。

「生命農夫·衝出愛」於2011年9月至2012年3月舉行，旨在協助親子促進彼此的融和溝通，掌握適當處理衝突的方法。

四位年輕藝人包括狄易達、賈曉晨、彭懷安、蔚雨芯及知名電台親子節目主持鄧藹霖獲委任「親子調解大使」，他們聯同青協社工，前往超過20間中學舉辦教育講座及工作坊，向初中生及家長傳達「儘早處理衝突：有商有量，由我開始」的正面訊息。



“A programme like this will not only enhance students’ and parents’ awareness of parent-child conflict-management, but also break the stigma that this is ‘only happening in my family.’ Understanding the need for third party mediation then becomes something hopeful, rather than shameful.”

Mr. Chong Man-ho, Principal, St. Francis Xavier College (Tsuen Wan)

「『生命農夫·衝出愛』活動加強了家長和同學對親子衝突的認識，亦令他們知道，磨擦出現的時候，可向青協親子衝突調解中心的社工求助，屆時社工可以第三者的角色，靈活處理雙方的分歧。」

荃灣聖芳濟中學 臧文濂校長

Co-organisers RoadShow Holdings Ltd., Snazz Entertainment Groups Ltd.
合辦機構 路訊通控股有限公司、潮藝娛樂有限公司

Caring Dragons in Taiwan

龍情台灣行



Joining hands to deliver love and support

When thinking of Taiwan, we imagine the beautiful Chinese antiques in the National Palace Museum; watching the sun rise on the picturesque Ali Mountain; tasting all the famous snacks of Liuhe Night Market, or swimming in the serene water in Kenting. But there is more to Taiwan!

In July 2011, the 6th Dragon Series “Caring Dragons in Taiwan” was held in Taiwan for the first time. 500 Chinese young people and “Famine Ambassadors” from the Mainland, Taiwan, Macau and Hong Kong, as well as 15 other countries, gathered in Taiwan to explore the global issue of poverty and offer volunteer support to the needy.

Through a series of activities including a World Chinese Youth Forum, community services at Majia Farm for aboriginals affected by Typhoon Morakot, fasting for nine hours and performing a Dragon Dance in the “30 Hour Famine” of World Vision Taiwan, the youth participants not only acquired a better understanding of poverty issues, but could see how they could help alleviate the situation.



攜手送上關愛和支持

欣賞故宮博物院的中國古董；登上風景如畫的阿里山看日出；在六合夜市品嚐地道小吃，或在墾丁的寧靜海上暢泳——到台灣去，還有其他與別不同的樂趣！

《中華龍騰》系列六之《龍情台灣行》於2011年7月首次在台灣舉行。500名來自兩岸四地，以及海外15個國家的華裔青年與饑饉勇士匯聚台灣，共同探討全球關注的貧窮問題，並身體力行，關愛支持不幸和有需要人士。

透過一系列活動，包括世界華人青年論壇、在安置受颱風莫拉克影響的原住民之瑪家農場內進行社區服務，以及於台灣世界展望會「饑饉三十」活動中親身經歷九小時饑餓並參與舞龍表演，參加者不但加深了對貧窮問題以及青年人如何參與扶貧工作的認識，也同時分享了彼此的經驗與想法，建立友誼和聯繫網絡。



“This year, the ‘Caring Dragons in Taiwan’ leads young people on an exploration of global issues. They are encouraged to discuss and reflect on these issues and chart a vision for a better tomorrow for themselves and for society. I hope that everyone will grasp this valuable opportunity to make friends, share ideas and support each other.”

The Hon. Henry Tang Ying-yen, GBM, GBS, JP,
The then Chief Secretary for Administration

「今年的『龍情台灣行』引導年青人探討多項全球性議題，在討論交流中一同反思，探求推動社會進步的願景，思考個人發展的前路。希望大家珍惜這個寶貴的機會，在旅途中廣結良朋，切磋互勉。」

前政務司司長 唐英年太平紳士

Co-organisers	All-China Youth Federation, The Dragon Foundation
Collaborating Organisations	Junior Chamber International Taiwan, World Vision Hong Kong, World Vision Taiwan
Sponsors	Prince Jewellery & Watch Company, Mr. Alex Ng, Madam Amelia Tsui Kwan
Supporting Organisations	Hong Kong Dragon Airlines Ltd., Hong Kong International Airport
合辦機構	中華全國青年聯合會、龍傳基金
協辦機構	國際青年商會中華民國總會、香港世界宣明會、台灣世界展望會
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支持機構	港龍航空有限公司、香港國際機場

11th Hour Giving

「11認捐」行動



Birthday caring

For those celebrating birthdays on the 11th November 2011, the date was a special one with the enumeration of 11.11.11. A number of those whose birthdays it was decided to honour the day by fundraising for those others.

At 11:00 a.m. on the 11th November 2011, a pledge was made to care for those who are vulnerable by supporting services which look to their needs. The event was marked by a joyous celebration which included friends and young people born in 2000 who were turning 11. The Hon. Matthew Cheung Kin-chung, GBS, JP, Secretary for Labour and Welfare joined in the celebration as Guest of Honour.

During the whole November, young people, supporters, friends and colleagues were asked to contribute donations of no less than HK\$11.00. The gathered amount was handed to the HKFYG Youth Wellness Centre, a one-stop centre to assist young people facing addictions to drugs, tobacco, alcohol, the Internet and gambling.



送上生日祝福

2011年11月11日是一串難得的數字，對在當天慶祝生辰的人更別具意義，當中部分人更發起「11認捐」行動，藉著籌款散發積極正面的能量。

2011年11月11日上午11時，參加者承諾支援社會上有需要的一群，藉著支持服務青少年的項目，給予他們愛心關懷，以期改善他們的境況。我們並聚集當天生日的朋友，以及凡於2011年踏入11歲的朋友，一同參與當天饒富意義的切餅儀式。活動承蒙勞工及福利局局長張建宗太平紳士擔任主禮嘉賓。

在整個11月，我們更邀請青年朋友、支持者、他們的朋友和同事一同認捐，每次不少於港幣11元。籌得善款用於青協青年全健中心的發展，讓有需要的青少年不再沉溺毒品、吸煙、酗酒、沉迷上網和賭博。



"11th Hour Giving is not only a meaningful charity event, it is a unique birthday party. I invite all of you to support the programme. It will serve as a special gift to the young people in need that express your concern and love for them."

The Hon. Matthew Cheung Kin-chung, GBS, JP,
Secretary for Labour and Welfare

「『11認捐』不但是一個有意義的慈善活動，更是一個別具心思的生日會。藉著這個歡樂日子，我呼籲各位嘉賓加入青協的『11認捐』行動，為社會上有需要的青少年送上一份特別的禮物，表達你對他們的關懷及愛心。」

勞工及福利局局長 張建宗太平紳士

Initiating Event Sponsors Mr. Lester Huang, JP, Mr. CM Chan

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The Dragon Foundation Golf Tournament at Mission Hills Golf Club

龍傳基金 · 觀瀾湖高爾夫球賽

Integration of charity and sports

What is more satisfying: a hole-in-one or helping those in need? When the two can be combined – the perfect answer!

Since 2009, "The Dragon Foundation Golf Tournament" held at the Mission Hills Golf Club has been raising funds for youth leadership training programmes.



On the morning on 15 April 2011, the Tee-off Ceremony was officiated by Guests of Honour, the Hon. Ambrose Lee Siu-kwong, GBS, IDSM, JP, Mr. Peter Wong Tung-shun, JP, Dr. Vincent Lo Hong-sui, GBS, JP and Prof. Frederick Ma Si-hang, GBS, JP.

Over a hundred players, including principal government officers, community leaders, celebrities and donors, donated of their time and resources, all the while having fun. During the lunch buffet, a Prize-giving Ceremony was held, at which a total of 28 prizes were distributed.

結合慈善與體育活動

到底是一桿入洞較令人樂在其中，抑或幫助他人更能令人開懷？如能把兩者結合起來，相信必定是最完美的答案。

龍傳基金 · 觀瀾湖高爾夫球賽自2009年起舉辦，為基金所舉辦的領袖發展項目及交流發展活動籌募經費。



2011年4月15日早上，主禮嘉賓李少光局長、王冬勝太平紳士、羅康瑞太平紳士及馬時亨太平紳士，於觀瀾湖高爾夫球會深圳會所世界盃球場主持開球禮，正式為第三屆高爾夫球賽揭開序幕。

百多名高球好手，包括政府主要官員、社區領袖、知名人士和捐助者，為慈善傾盡全力之餘，亦享受了一場刺激的比賽。大會於賽後舉辦午宴暨頒獎典禮，合共頒發28個獎項。

"I would like to offer sincere thanks to all Tournament participants, societies and organisations, and the key sponsors. Their support is essential to the Foundation's continued success and honourable pursuit of the 'Sprit of the Dragon'."

Mr. Tenniel Chu,
Chairman, Golf Tournament Organising Committee,
Vice Chairman, Mission Hills Group

「我衷心感謝所有參與是次比賽的參加者、社區組織和機構，及主要贊助商。他們的支持讓龍傳基金得以持續發展，繼續把『龍的傳人』之精神發揚光大。」

高爾夫球賽籌備委員會主席
觀瀾湖集團副主席 朱鼎耀先生



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Charity Auction

慈善拍賣



Promoting appreciation of art and antiques

A deftly carved white jade vase tells a story from the time of Emperor Qianlong of the Qing dynasty. A crystal bowl with a “barbarian” design tells of a cultural exchange between Central Asia and China during the Tang dynasty. Admiring and appreciating antiques is a sure way to deepen one’s understanding and knowledge of history, culture and tradition.

The HKFYG has organised two Charity Auctions in May and December 2011 as a way to nurture art appreciation, while also raising funds to support services for young people in need. The Charity Auction also provided a learning opportunity through the “Certificate Course in Chinese Artefacts Connoisseurship”

taught by Mrs. Lisa Cheung Chung Lai-seung, which helped participants learn how to value and understand the splendour of Chinese artefacts, while also presenting them with a unique chance to volunteer themselves and take part in the process of an auction.

Precious items for auction included jade and jadeite, ceramics, Chinese paintings, other works of art and jewellery. Premiums received from the auction go towards the HKFYG so that it might continue to offer diversified and professional services for young people in Hong Kong.



推動藝術文物鑑賞

一個雕工精細的白玉瓶，道出了清朝乾隆帝的鼎盛時期。一個刻有胡人圖案的水晶碗，也說明了唐代中土和外族的文化交流。古董文物鑑賞確實能豐富個人的文化歷史素養和藝術情操。

青協透過於2011年5月及12月於港麗酒店舉行慈善拍賣，培養社會大眾對藝術的鑑賞能力，同時為本港有需要的青年募集善款。拍賣前更特別開辦「古董文物鑑賞與收藏證

書課程」，由張鍾麗裳女士義務擔任導師，讓青年學員領略中國藝術文物之美；學員並以義工身份親身體驗拍賣實況，領悟傳承中華文化的意義。

慈善拍賣珍品包括玉器翡翠、瓷器、書畫、各類工藝品，以及珠寶首飾。所得酬金均撥捐青協作為青年服務發展經費，讓全港更多青少年從中受惠。



“China is proud of her great cultural heritage. Five thousand years of history is retold through the magnificent artefacts of one after another dynasty, which truly deserve our close examination and appreciation. I am glad to have the opportunity to share all of these with young people in the courses and charity auctions. I enjoy them a lot.”

Mrs. Lisa Cheung Chung Lai-seung

「中華文化博大精深，歷朝歷代的工藝美術品訴說五千年的悠悠故事，值得我們細心玩賞。能夠通過鑑賞課程和慈善拍賣，和年青一代分享交流，是難得的機會，我十分享受其中。」

張鍾麗裳女士

Courtesy of

Lisa's Collection

Supporting Organisations

Conrad Hong Kong, SecurePro Technology Security System Ltd., Sun Ming Transportation Company Ltd.

全力支持

Lisa's Collection

支持機構

港麗酒店、安寶科技防盜系統有限公司、新明貨運有限公司