

DEVELOPMENT AND SUPPORT





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* and the annual Partnership Report. The following paragraphs give a brief glimpse of the dynamic work of the Partnership.

Partnership Project Highlights

HKFYG Jockey Club Media 21

Media 21 will be established with The Hong Kong Jockey Club Charities Trust at the vacant Shek Pai Wan Carpark. It will include a Media Counselling Centre with support from the Lotteries Fund. The main facilities will comprise an auditorium, a multi-function theatre, an inter-school broadcasting room, video and audio recording rooms and a media lab. Media 21 will serve as a community based and comprehensive new media hub for youth with three interconnected and mutually facilitating core functions: creativity, education, and service. It will offer media training programmes and facilitate creative productions; offer media literacy training for the community, and to support it for issues associated with Internet use and digital media. Media 21 will also serve as the nerve centre to connect, support and facilitate the HKFYG's service network in 18 districts. Media 21 would be a collaborative effort between youth, youth workers, the media industry as well as the community contributing to the new milestone for youth work.



Hong Kong 2012 International a cappella Festival

The Hong Kong Jockey Club Charities Trust sponsored the Federation's Hong Kong 2012 International a cappella Festival held in March-April 2012. The Festival featured indoor and outdoor concerts of four talented vocal groups from 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 - Leaders to Leaders Lecture Series

Hang Seng Bank Limited is the title sponsor of the Federation's Leaders to Leaders Lecture Series 2011. The series, co-organised by Leadership 21 and The University of Hong Kong, ran from April to November. This year the theme was "Modern China – Mapping out Our New Future". Youth leaders benefitted from the professional knowledge and insight of ten distinguished speakers.

HKFYG Standard Chartered Hong Kong English Public Speaking Contest

With the Standard Chartered Bank (Hong Kong) Limited as sole sponsor, the Federation organised the annual HKFYG Standard Chartered Hong Kong English Public Speaking Contest with the English-Speaking Union (Hong Kong) from mid February to mid April in 2012. Around 2,000 students from 168 secondary schools took part.

"Time for Women" - Women College as the Start

Funded by the Partnership Fund for the Disadvantaged and The Hongkong Bank Foundation, "Time for Women" - Women College as the Start is a project for Tin Shui Wai women. The purpose is to enable them to create a more balanced and well adjusted life, benefitting themselves and their families. This three year project was launched in 2011 to train 1,000 women who went on to serve a further 60,000 people.

HSBC Youth Business Award

The Federation launched the first HSBC Youth Business Award solely sponsored by HSBC Business to recognise young entrepreneurs. In 2011, five outstanding youth businesses were selected from over 80 applications. The winners were awarded a total of HK\$200,000 in cash,

trophies, free magazine advertisements and online search marketing services. The Gold Award Winner also enjoyed a free trip to attend the HSBC International Insights Event for SMEs in London.

Stationing School Social Work Services for Kindergartens/Nurseries

With generous support from the Bank of China (Hong Kong) Ltd. – "Caring Hong Kong – A Heart Warming Campaign", the Federation's two Ching Lok Kindergartens hired a half-time social worker to provide two year stationing school social work services with the aim of enhancing the emotional management skills of children, parents and teachers.

Mommy's Dynamic Net - Supportive Services for New Arrival Women

The Bank of China (Hong Kong) Ltd. – "Caring Hong Kong – A Heart Warming Campaign" also supported the HKFYG Parent-Child Mediation Centre to launch the Mommy's Dynamic Net. The project is to strengthen new arrival women's personal and parental competencies to have a positive impact on the family.



LEAD Creative Class

Through the Hung Hing Ying and Leung Hau Ling Charitable Foundation, the LEAD Creative Class was able to help teachers with creative teaching and learning methodologies for a second phase from 2011-14. The HK\$3 million ensures that the project emphasises inter-school challenge-based learning projects targeting students at international and local schools. With support from the Education Bureau, the Creative Class also builds partnerships between teacher-learners, learners and parents for a more creative and authentic learning process.



Projects Funded by the Li Ka Shing Foundation's Love Ideas • Love HK

Love Ideas • Love HK is a campaign initiated by the Li Ka Shing Foundation to engage Hong Kong citizens in a united effort to improve the community. Different units of the Federation, including the Youth S.P.O.Ts, Employment Services, Youth at Risk Services and e-Services, received over HK\$3.8 million to run 18 projects. The projects included cultural and sports training, personal development, services for students with special education needs, youth crime prevention, supportive services for youth experiencing sex crises, and services to enhance youth employability and youth entrepreneurship.

Caring Company Scheme

To recognise the dedication of partners, the Federation successfully nominated 140 companies and ten organisations for the Hong Kong Council of Social Service 2011-12 Caring Company Logo and Caring Organisation Logo.



Fundraising

Charity Auctions

The Federation 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, while also presenting participants with a unique chance to volunteer and take part in an auction. Grateful thanks to Lisa's Collection for contributing parts of the collection to be auctioned.

a cappella Musical Dinner

The a cappella Musical Dinner was held on 29 March 2012 at the Hong Kong Country Club. Guest performers at the event included the all-male Beelzebubs from Tufts University, the all-female group Delilah, the YellowJackets and Friends and the HKFYG Hong Kong Melody Makers. Funds raised were towards Federation services.



11th Hour Giving

For those celebrating birthdays on 11 November 2011, the date was a special one with the enumeration of 11.11.11. Several friends of the Federation, whose birthdays fell on this date, decided to fundraise through the 11th Hour Giving. During the whole of November, donations were invited for no less than HK\$11.00, with the money going towards the HKFYG Youth Wellness Centre to assist young people facing addictions. The event was marked by a joyous celebration on 11 November with the Hon. Matthew Cheung Kin-chung, GBS, JP, Secretary for Labour and Welfare as Guest of Honour.

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 made the Federation a beneficiary of its charity event.

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, 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 450 funding proposals on behalf of different 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:



Au Bak Ling Charity Trust
 Bank of China (Hong Kong) Ltd.
 Board of Management of the Chinese Permanent Cemeteries, The
 BOC Group Life Assurance Co. Ltd.
 Capital China Group Ltd.
 Child Development Fund
 Commission on Youth - Community Participation Scheme for Organizing Study Tours to the Mainland
 Committee on the Promotion of Civic Education - Community Participation Scheme
 Community Chest of Hong Kong, The
 Community Investment and Inclusion Fund
 Enhancing Self-Reliance Through District Partnership Programme
 Fu Tak lam Foundation
 Hang Seng Bank Ltd.
 Hong Kong Arts Development Council
 Hong Kong Jockey Club Charities Trust, The
 Hongkong Bank Foundation, The
 Hopewell Highway Infrastructure Ltd.

Hopewell Holdings Ltd.
 Hung Hing Ying and Leung Hau Ling Charitable Foundation
 Innovation and Technology Fund
 Lee Hysan Foundation
 Li Ka Shing Foundation
 Lisa's Collection
 Lotteries Fund
 Mission Hills Golf Club
 Partnership Fund for the Disadvantaged
 Prince Jewellery & Watch Co.
 Sir David Trench Fund for Recreation
 Sir Robert Black Trust Fund
 Standard Chartered Bank (Hong Kong) Ltd.
 Verdant Foundation, The
 Victor and William Fung Foundation Ltd.

Upcoming Events

Forthcoming fundraising events include charity auctions, a charity dinner and a gala premiere. Strategies on continuous enhancement of relationships with partners and innovative fundraising continue to be developed.



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 service meetings among the 12 core services and concluding with the publication of the Annual Plan.

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 Five Year Corporate Plan 2009-2014, along with five strategic directions, was formulated. The five strategic directions are: connectivity, caring, community engagement, professional collaboration and resources development.

Dashboard of Key Service Statistics

To ensure that the efficiency and effectiveness of the different units were met, the Corporate Planning Unit continued to monitor the attainment of Key Performance Indicators. A dashboard of monthly Key Service Statistics was issued by the 12 core services to strengthen transparency on service delivery.

Year Plan Exercise for 2012-13

The Year Plan Exercise for 2012-13 is the twelfth cycle of corporate planning to formulate strategic foci and pledged performance targets. Service meetings among the 12 core services with the responsible supervisors have discussed new initiatives for the coming year.

Development Focus in 2012-13: New Era of Youth Services on Internet

As information technology becomes more pervasive, the Federation has actively launched more "e-engagement" with young people to facilitate interactive communication through various digital means, combining services and programmes in order to address their concerns.

The Federation's newly established Media 21 provides an integrated multi-media and digital platform for young people to be more creative, expressive and innovative, and also to enhance their media skills and media literacy.

The Annual Plan 2012-13

The Annual Plan 2012-13 was published in June 2012, in which the overall attainment of Key Service Statistics and various 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

Staff e-Learning System

The staff e-Learning system will provide an easily accessible platform to acquire knowledge and learn new skills in order to enhance expertise and service ideas. The launch is expected at the latter end of 2012.

Active Learning

687 staff (around 73%) accomplished a total of 7,500 training hours either through in-house or external training activities.

The "Self Learning Scheme" was launched last year to encourage staff to learn during their leisure time and by accommodating working schedules and job responsibilities. A total of 1,012 hours of self learning hours were achieved by 15 staff members over the past year.

Innovation in Service

Study trips, training courses overseas or on the Mainland are all ways to help staff expand their experiences and help to develop innovative youth services. In 2011-12, a total of 42 staff members were sponsored to go to London, South Korea, Zhongshan and Zhuhai to learn new practices.

The seven day study trip to South Korea was organised to

explore creative education in science and media, and to look at the application of information and communication technology in connecting young people. Staff visited government departments, high-tech corporations, renowned universities and schools specialising in science, technology and media, along with science museums and youth service organisations.

A trip to Zhongshan looked at how to develop eco-tours and education programmes as part of learning about environmental protection, national history and economic development. The two day trip explored historical sites, an organic farm, local industries and community organisations.



Induction and Continuous Learning

Induction programme for new staff included an orientation session and follow-up workshops on accounting, administration and management, the Member Relationship Management system and the casework system. A total of 51 orientation sessions were arranged over the past year. 98 in-house training programmes were also organised with a total attendance of 1,564 staff members. Highlights include:



Information technology and multi-media: two workshops on computer maintenance, web-site and server protection were organised, along with several programmes to familiar staff to the uses of multi-media in youth services.

Language learning: English courses in writing and communication were conducted to polish staff's presentation skills. Putonghua classes were arranged for those who have frequent exchanges with Mainland experts and scholars.

Professional skill enhancement: An eight-session course on problematic addictive behaviour was organised and expert speakers in the relevant fields were invited. Speakers included a lawyer to talk about dealing with young offenders. Customer service workshops were also conducted for those handling enquiries and complaints from service users on a daily basis.

Also organised were programmes by external bodies, such as universities, professional guilds and associations, government departments and social welfare organisations, at which 434 staff members were sponsored to join 71 courses.



Professional Youth Work

Staff members, currently studying in formal social work programmes which will lead to higher diplomas, associate degrees, bachelor's or master's degrees, were granted study leave to complete fieldwork placement in their serving units. Over the past academic year, four staff members completed their agency attached placement as part of the requirement in attaining their professional qualifications in social work. It is anticipated that in the coming 2012-13 academic year, four more staff members will be undertaking agency attached placements.

Over the past year, 117 social work students from local tertiary institutes and universities were offered fieldwork placements at the Federation. A further 37 student interns from different study programmes were placed at different service units to gain vocational experience.

Last year, three training and exchange programmes were organised for government officials and youth workers from the Mainland, including four government officials and 20 youth workers from Shanghai and 21 government officials from the All-China Youth Federation. The Federation also welcomed visitors from Zhuhai, Fujian, Guangdong, South Korea and Malaysia.



The Information Technology (IT) Unit completed the upgrading of various web application systems while at the same time initiating various new development projects.

Member Related System

Membership Relationship Management System

The database server upgrade for the Membership Relationship Management System was completed. The pilot run of the new Bonus Points Programme for Members was carried out in Tai Po Lions Youth S.P.O.T. New membership cards with QR Code technology were issued to the target users to test the loyalty programme. Bonus points were granted to encourage members to frequently use their services and facilities. The earned bonus points were redeemable for discounts on using the paid services. Comprehensive testing will be extended to the 21 Youth S.P.O.Ts in September to prepare for the official launching of the Members Bonus Points Programme in April 2013.

Service Related System

Case Management System

The enhancement of the Case Management System was carried out in 2012. It provided customised interfaces to address the specific needs of Youth S.P.O.Ts and Youth at Risk Services. New management reports were also generated in order to comply with the requirements of the Social Welfare Department.

Staff Related Systems

Human Resources Management System

A tender was awarded in 2012 to acquire a new Human Resources Management System. The new system will automate the existing manual workflow processes including Personnel Administration, Leave, Payroll and Medical Scheme Management. This newly built HR System will help facilitate the strategic planning of human resources. The system is expected to be completed in 2013.

Staff Learning System

The Staff Learning System is an integrated staff learning portal, with major functions including online learning system which can support video and other multi-media course materials, library and knowledge management, as well as automated course enrollment and approval workflows. The system will be rolled out in late 2012.

IT Infrastructure Enhancements

Virtual Private Network

To enhance the security of the internal system of the Federation, the setup of Virtual Private Network among major remote offices has been in process and will be completed by end of 2012.

Hardware and Software Upgrade

In order to ensure the hardware and software installations of service units catch up with the multi-media service development of the Federation in the long run, the IT Unit carried out an extensive stock check of the existing installations and to propose strategies of how to improve them accordingly. The first phase of hardware and software upgrade was completed and the second phase will proceed in parallel with the setup of M21 stations in Youth S.P.O.Ts in 2012.

Premises Development

Jockey Club Media 21 (M21) and Media Counselling Centre (MCC)

With the generous support of The Hong Kong Jockey Club Charities Trust and the Lotteries Fund, the construction and renovation works of M21 and MCC at Shek Pai Wan Carpark were completed. Occupying a premises of 3,355 square metres, M21 and MCC were equipped with a Multi-media Lab, PC Lab, Apple Computer Lab, Recording Studios, Audio Studios, Editing Suite, Theatre, Auditorium, Multi-function Rooms for audio visual training, production, appreciation and counselling.



Continuous Learning Centre (CLC) and Youth Assessment and Development Centre (YADC)

The Federation has taken up a site of 9,953 square feet, comprising the 21st, 22nd and 23rd floors of the new Congregation House of the China Congregational Church for a Continuous Learning Centre (CLC) and a Youth Assessment and Development Centre (YADC). A total of seven classrooms have been set up for CLC, and the YADC has been equipped with Play and Sensory Therapy Room, Medical Consultation Room and Clinical Counselling Room, which will provide assessment, counselling and treatment to children and youth with special learning needs, developmental or emotional problems.

uCafés

After the opening of six uCafés last year, 15 uCafés were set up in Youth S.P.O.Ts and the Jockey Club Media 21. The uCafés have become an icon of the Federation where young people can meet and relax with friends, while enjoying light refreshments.

Application for Energy Conservation and Education Projects

The Federation submitted applications to the Environment and Conservation Fund for Energy Conservation and Education Projects for the Youth S.P.O.Ts and service units to replace the existing lighting and air-conditioning installations into energy saving models. This is in order to move the Federation towards becoming a Green NGO.

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

The Jockey Club Sai Kung Outdoor Training Camp is supported by The Hong Kong Jockey Club Charities Trust to pursue its Phase III Redevelopment in order to augment the Camp's capacity and interactive platform for experiential opportunities for people of all ages. Once the Country and Marine Parks Authority gave its approval, the sub-structure and site formation works began in the summer of 2011, while the superstructure started in the summer of 2012. The whole project will take a total of 24 months and is expected to be completed before the summer of 2013.

Maintenance of Offices, Service Units and Camp Premises

The Premises Development Unit closely monitors the physical conditions of all Federation premises, especially the Camps because of their high utilisation rate. Over the past year, 30 improvement and minor renovations were carried out.

