

# Hong Kong Young Ambassador Scheme 香港青年大使計劃

Reinforcing self identity  
鞏固對香港歸屬感

<b>Co-organizers</b>	Tourism Commission	
<b>Printing Sponsor</b>	Hong Kong Association for Customer Service Excellence	
<b>Collaborating Organizations in Stationing Service at Tourist Spots</b>	Power Logistics Limited	
	Agriculture, Fisheries and Conservation Department	Ma Wan Park Limited
	Hang Lung Properties Limited	Peak Tramways Company, Limited
	Hong Kong's International Shipping Community	Ngong Ping 360 Limited
	Hong Kong International Airport	The "Star" Ferry Company, Limited
	Leisure and Cultural Services Department	The Peak Tower Limited
		Tung Wah Group of Hospitals



## promoting tourism, increasing sense of identity

The Scheme is a major project in "A Hospitable Hong Kong" a Tourism Commission Campaign. Participants learn about many facets and attractions of Hong Kong, and how to promote our city to visitors. 1,795 Ambassadors have been appointed since 2001.

In 2009/10, 220 Ambassadors were appointed and are now stationed at various tourist attractions and facilities. They participate in local tourism promotional activities, and help to organize exhibitions and activities which promote Hong Kong. They improve communication and tourist reception skills and gain an increased sense of belonging.

The Hong Kong Young Ambassador Alumni Association was established in 2003. Past participants mentor current Ambassadors and continue to promote Hong Kong to local people and visitors.

<b>合辦機構</b>	旅遊事務署	
<b>印刷贊助</b>	香港優質顧客服務協會	
<b>駐守景點合作機構</b>	縱橫物流服務有限公司	
	漁農自然護理署	山頂纜車有限公司
	恒隆地產有限公司	昂坪360有限公司
	香港國際航運團體	天星小輪有限公司
	香港國際機場	凌霄閣有限公司
	康樂及文化事務署	東華三院
	馬灣公園有限公司	

## 推動香港旅業，鞏固身份認同

是項計劃為旅遊事務署「好客文化遍香江」活動的主要項目之一，旨在鼓勵和培育青年成為代表香港的大使。當中的培訓活動大大加強了參與青年對香港景點的認識和接待遊客的能力。2001年至今，共委任了1,795名青年大使。

2009/10年度共有220人獲任命為香港青年大使。他們被派駐各旅遊景點，還參加大型旅遊推廣活動；不僅為香港旅遊業作出貢獻，個人的溝通和接待旅客的技巧也獲得全面提升。與此同時，他們都對香港產生了濃厚的歸屬感。

2003年成立的香港青年大使聯盟，讓已卸任的香港學生大使及香港青年大使繼續為本計劃服務，為現任的香港青年大使擔任顧問，並為宣傳香港出一分力。



"As an overseas Hong Kong Young Ambassador, I could convince my friends that Hong Kong is an ideal holiday destination. The experience also deepened my sense of belonging and commitment to Hong Kong."

Tsui Tsz-yan,  
Hong Kong Young Ambassador 2008/09 (UK)

「成為香港海外青年大使的一份子，我成功引起海外朋友到訪香港的興趣，並認同香港是一個理想的度假旅遊勝地。活動的本身和所帶來的滿足感，加強了我對香港的歸屬感和使命感。」

香港青年大使 2008/09 (英國) 徐芷欣





# Heart to Heart Project 有心計劃

Encouraging volunteerism  
發揚服務社群精神



**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  
**直效行銷伙伴** 亞洲直接市場有限公司  
**印刷贊助** 縱橫物流服務有限公司

## 不分年齡，付出時間、用心了解、互相包容

青年義工無私服務社會的精神，一直深受社會各界讚賞。「有心計劃」集結學校和工商企業的不同優勢和力量，攜手鼓勵青年回饋社會，為有需要的社群帶來關懷。成為「有心學校」的中、小學校，承諾推動學生成為義工，每年最少為社會貢獻2,000服務小時；而參與成為「有心企業」的工商機構，發揮企業社會責任，資助每隊「有心學校」義工隊每年港幣3,000元的經費，推行服務計劃。此外，企業的義工亦伙伴學生義工參與服務，共同分享「施比受更為有福」的愉悅。計劃自2005年推出至今，已成功鼓勵359間學校，以及160間工商機構加入，贊助共530項社會服務計劃。參與青少年更可學會體諒他人的處境，建立責任心和歸屬感，全面體現對社會的承擔。



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**Supporting Organizations** Social Welfare Department

The Hong Kong Council of Social Service

**Direct Marketing Partner** Direct Marketing of Asia Limited

**Printing Sponsor** Power Logistics Limited

## *all ages, giving time, understanding and tolerance*

In this programme, schools and companies volunteer their time, services and resources for the community. Schools are asked to encourage students to volunteer a minimum 2,000 hours a year, and companies give HK\$3,000 a year to help the schools set up volunteer corps. Corporate volunteers accompany the student volunteers and share with them the experience of volunteering. Since its launching in 2005, 359 Heart to Heart Schools and 160 Heart to Heart Companies have supported 530 Heart to Heart School Volunteer Corps Service Projects. Young volunteers learn tolerance of others and develop a sense of responsibility, belonging and commitment to society.



"We hope to build up the students' confidence by encouraging them to volunteer."

Ms. Man Sau-har,  
STFA Leung Kit Wah Primary School

「我們希望建立學生助人的信心，義工服務讓他們能夠感受及體會更多。」

順德聯誼總會梁潔華小學 文秀霞老師



# Form Five Broadband 27771112 「會考寬頻27771112」計劃

Supporting the anxious  
支援全港莘莘學子

**Supporting Organizations** Hong Kong Community College,  
The Hong Kong Polytechnic University  
Hong Kong Disneyland Resort  
Hong Kong Educational Publishing Company  
Vocational Training Council



## *confidence, determination and willingness to try again*

This service which has an annual participation of over 10,000 was launched in 2001 to provide a wide range of tailor made support service to students in Forms 5 and 7 who face the pressures of public examinations.

In 2009, talks were organized to boost the learning efficacy and thus self-confidence of respective HKAL and HKCEE candidates by helping with practical tips. For the eighth year, a large-scale symposium-cum-workshops was held, providing over 1,000 HKCEE candidates and their parents with insight and information on progression pathways and the job market.

In addition, a trip to Hong Kong Disneyland Park was organized to relieve the stress of 100 Form 5 students waiting for their results. Apart from the 100-hour hotline and online counselling services from before to after the announcement of the HKCEE results, the highly informative *Guidebook for HKCEE Result 2009* was also used to assist the students. More than 30,000 copies were distributed through various channels from schools to chain stores.

**支持機構** 香港理工大學香港專上學院  
香港迪士尼樂園度假區  
香港教育圖書公司  
職業訓練局

## *應試的信心和決心，還有不屈不撓的精神*

是項計劃自2001年推展，為會考及高考生提供升學及情緒輔導支援服務，每年服務人次已超過10,000。

在2009年，「大學聯招選科暨應試策略講座」及「中五會考應試策略講座」協助應屆考生提升學習效能及掌握應試技巧，大大增強其溫習效率和應試信心；連續八年舉辦的會考生大型研討會及工作坊，則為逾千名會考生及家長提供最新升學及職場資訊。

另外，100名會考生於放榜前夕參與「青協會考寬頻@香港迪士尼樂園夢想之旅」，紓緩面對放榜的壓力。青協更於8月初提供100小時不停站電話熱線和網上輔導，並經學校和連鎖商店派發共30,000本《中五會考放榜攻略》，為會考生提供放榜支援。



*"This is the third year that I have participated in offering counselling for Form 5 students. I listened to their concerns and this helped me to broaden my own horizons and led me to reflect on my own situation. This was very positive for me. The hotline is also very challenging as it offers immediate support for the students and counsellors are required to give prompt response to their needs."*

*Cheung Chung-yin, Volunteer*

「今年是我第三年參與會考放榜輔導服務。我在當中能接觸到不同會考生的故事，從而擴闊視野，反思個人境遇，推動自己向前邁進。我覺得服務充滿挑戰性，因熱線及網上輔導均提供即時支援，要求輔導員有即時的回應。」

義工 張仲賢