

Hong Kong Young Ambassador Scheme

香港青年大使計劃



Co-organiser 合辦機構

Tourism Commission
旅遊事務署

Co-organiser of the "Young Service Stars" Competition 「青年服務之星」大獎賽合辦機構

Hong Kong Association for Customer Service Excellence
香港優質顧客服務協會

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"Being an overseas Hong Kong Young Ambassador was definitely an enlightening and rewarding experience. Looking back, the efforts I put and the compliments I received deepened my sense of belonging and commitment to Hong Kong - the place where I was born and grew up."

Kwong Wing-yin
Hong Kong Young Ambassador 2009/10 (UK)

「成為香港海外青年大使令我得到很多寶貴經驗和豐富收穫。回望當中所付出的努力及獲得的成果，實屬難能可貴。對香港這個我生於斯，長於斯的地方，也平添了一份使命感。」

香港青年大使(英國) 2009/10 鄭穎賢



Reinforcing identity

Together with the Tourism Commission, the HKFYG has been jointly organising The Hong Kong Young Ambassador Scheme since 2001. The purpose is to help young people learn more about their own community, so as to promote Hong Kong both while abroad, or to visitors at home. Thus far, 2,018 participants have served as Ambassadors.

The theme for the year 2010-11 was "Cultivate Excellence; Nurture Service Stars". Over the last year 223 Ambassadors were appointed. While helping to organise and participate in local tourism promotional activities and exhibitions, the Ambassadors also joined hands with the Hong Kong Association for Customer Service Excellence, which helped train them in the pursuit of service excellence.

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

鞏固對香港的歸屬感

香港青年大使計劃由香港特別行政區政府旅遊事務署及香港青年協會合辦，旨在鼓勵和培育青年人成為代表香港的大使。當中的培訓活動加強了參與青年對香港的認識和接待遊客的能力。2001年至今，共委任了2,018名青年大使。

踏入10周年，計劃繼續以「培育服務精英，締造明日之星」為主題。2010/11年度共有223人獲任命為香港青年大使。計劃安排他們駐守各旅遊景點和參加大型旅遊推廣活動；並再次與香港優質顧客服務協會攜手合作，透過強化工作坊和企業探訪的內容，進一步培育年輕一代追求卓越服務的文化。

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，擔任現屆香港青年大使的顧問，繼續為本計劃服務。



Heart to Heart Project 有心計劃

Funder 捐助機構

The Hong Kong Jockey Club Charities Trust
香港賽馬會慈善信託基金

Supporting Organisations 支持機構

Social Welfare Department
社會福利署

The Hong Kong Council of Social Service
香港社會服務聯會

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Promoting youth volunteerism

This Project promotes volunteerism in schools and companies and encourages them to give their time, services and resources.

Participating companies donate up to HK\$3,000 a year to help the schools set up volunteer corps, members of which are encouraged to volunteer a minimum of 2,000 hours a year. Mentoring and shared experiences in volunteering cement the relationship between company and school.

Since its launch in 2005, there have been 402 *Heart to Heart Schools* with 653 *Heart to Heart School Volunteer Corps Service Projects* supported by 186 *Heart to Heart Companies*.

The Heart to Heart Project is a successful illustration of how age plays no part in the expression of service as a commitment to the community.



推展青年義工服務精神

「有心計劃」凝聚企業和學校的力量及資源，攜手鼓勵青年回饋社會，為社會上有需要的社群帶來關懷。

成為「有心學校」的中、小學校，推動學生成為義工，每年最少為社會貢獻2,000服務小時；參與成為「有心企業」的工商機構，則資助每隊「有心學校」義工隊每年3,000元的服務經費。此外，企業義工亦伙伴學生義工參與服務，共同回饋社會。

計劃自2005年推出至今，已成功鼓勵402間學校，以及186間工商機構加入，贊助共653項社會服務計劃。

不分年齡，只要有心，每位義工也能貢獻一分力量，幫助有需要社群，展示對社會的承擔。



"The volunteering experience made me realise that no one should look down on the others."

Lok Wing-sze, Student Volunteer
St. Teresa Secondary School

「服務經驗讓我明白：不可輕看任何一個人的能力。」

德蘭中學學生義工 陸穎詩

Form Five Broadband 2777 1112

「會考寬頻2777 1112」計劃

Collaborating Organisations 合作機構

HKU SPACE Community College

香港大學附屬學院

Hong Kong Community College, The Hong Kong Polytechnic University

香港理工大學香港專上學院

Hong Kong Educational Publishing Company

香港教育圖書公司

Vocational Training Council

職業訓練局



Coping with exam anxiety

A counselling project for Forms 5 and 7 students, called "F. 5 Broadband 2777 1112", was launched in 2001. The aim is to organise a wide range of tailor-made services to support students who face the pressures of public examinations.

In 2010, this project provided a variety of services, namely hotline and online counselling, talks as well as a guidebook for students sitting the last HKCEE. In order to reach more students and deliver services in an efficient way, five online channels were set up. These were:

uFacebook which released up-to-date examination and further studies related information;

uOutreach which posted positive messages in students' blogs;

uVideo which invited guests to share their own exam experiences;

uTest which helped students assess their personalities and guided them to make suitable choices; and

uLesson which provided online videos of mock classes in tertiary institutions.

In total, about 16,500 students benefited from this project through the online platform, hotline, talks and workshops.



克服應試壓力

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。

計劃除於2010年會考放榜期間推行熱線輔導、網上輔導、大型升學講座，以及出版放榜刊物外，更重點推出會考寬頻「網上五大支援」服務，以網上互動平台，為會考生提供快捷便利及全面的支援服務，包括：

uFacebook 提供即時應試及升學資料；

uOutreach 在網誌主動留下關懷訊息；

uVideo 網上直播嘉賓訪問及與考生互動交流；

uTest 以性向測試協助考生作就業升學選擇；及

uLesson 上載考生的大專試課片段。

本年度共有近16,500位學生透過網上平台、熱線、講座及工作坊獲得支援。



"The online services of F.5 Broadband are comprehensive and practical. They provide timely support to meet our needs at different stages."

F.5 Student

「『會考寬頻』提供很全面及實用的服務，能夠滿足我們不同時候的需要。」

中五會考生

