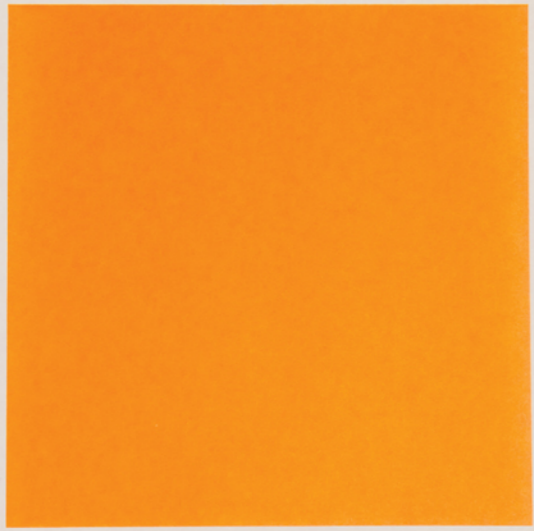


Development and Support





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*. The following paragraphs give a brief glimpse of the dynamic work of the Partnership Office.



Partnership Project Highlights

Non-governmental Organisation Energy Improvement Works

The Federation is committed to transforming itself into a greener youth organisation and has partnered with the Environment and Conservation Fund for a 3-year greening programme. Main foci of work include development of long-term capacity building, setting up of an environmental management system, conducting a carbon footprint survey and energy and carbon audit, and a range of educational programmes for young people. These will result in the establishment of key performance indicators for carbon, electricity, paper, water and waste reduction.

Project Bridge

Funded by The Keswick Foundation, Project Bridge was launched in February 2013. It will run for three years, mainly in New Territories West (Kwai Tsing, Tsuen Wan, Tuen Mun and Yuen Long). Its aim is to assist youth with specific learning difficulties who are studying or between jobs, helping them to understand their personal career aptitudes and employment competencies. It also facilitates the accumulation of work experience and enhances employment opportunities. Its five core services are specialised training, employer education, competency assessment, job matching and professional counselling.



Learn to Love – Love and Sex Education in Schools

Supported by the Quality Education Fund, the Federation organised the project “Learn to Love - Love and Sex Education in Schools” for 15 months, beginning in March 2013, in 20 secondary and primary schools. Events include educational programmes for students, training activities for teachers and parents, and production of teaching kits.

HKFYG Jockey Club Hong Kong International a cappella Festival 2013

Sponsored by The Hong Kong Jockey Club Charities Trust, the Federation’s Hong Kong International a cappella Festival 2013 was held in March-April 2013. The Festival featured indoor and outdoor concerts with four talented vocal groups from the US, the UK and South Korea, as well as the Federation’s own HKFYG Hong Kong Melody Makers. Audiences of over 20,000 enjoyed this major event and the wonderful music presented. Alongside the Festival, the first a cappella Education Programme was launched to promote this musical genre to more young people in Hong Kong.



Leaders to Leaders Lecture Series

The Hang Seng Bank Limited is the title sponsor of the Federation’s Leaders to Leaders Lecture Series 2013. The series, co-organised by Leadership 21 and The University of Hong Kong, ran from April to July. This year the theme was “Changing Trends in China and Hong Kong”. Youth leaders benefitted from the professional knowledge and insight of ten distinguished speakers. Around 300 students from 135 secondary schools took part.



The HKFYG Standard Chartered Hong Kong English Public Speaking Contest

With the Standard Chartered Bank (Hong Kong) Limited as sole sponsor, the Federation organised The HKFYG Standard Chartered Hong Kong English Public Speaking Contest for the tenth year with the English-Speaking Union (Hong Kong). Around 1,830 students from 202 secondary schools took part in the 2013 Contest.



Innovation and Technology Scholarship Award Scheme

For the third year in succession, the Innovation and Technology Fund of the HKSAR Government and the Hongkong Bank Foundation have made generous donations for the Innovation and Technology Scholarship Award Scheme. The Scheme aims to nurture young talent by giving recognition to outstanding undergraduates in science-related streams at local universities. 25 selected scholarship recipients, nominated by their respective university Vice-Chancellors or Presidents, benefited from related mentorship, attachment programmes and internship programmes. These provided valuable opportunities to gain wider exposure and industry experience.



HSBC Youth Business Award

In 2011, the Federation launched the first HSBC Youth Business Award, solely sponsored by HSBC Business, to recognise young entrepreneurs. The 2012 Award was launched on 29 April. Five outstanding youth businesses were selected from over 80 applications. Through the awards, Youth Business Hong Kong and HSBC encourage young people to explore entrepreneurship as an alternative to other employment by recognising the talent of innovative young start-ups and those who offer exceptional services with determination and creativity.



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 Internet Service, received over HK\$4 million to run 18 projects. The projects included services for students with special educational needs, youth crime prevention, supportive services for youth experiencing sex crises and personal development, cultural and community activities, and services to enhance youth employability and youth entrepreneurship.

LEAD Creative Class

With continuous sponsorship from the Hung Hing Ying and Leung Hau Ling Charitable Foundation and support from the Education Bureau, the programme launched two new inter-school collaborative projects among 11 mainstream and special needs schools, emphasising challenge-based learning and integrated learning. The programme also conducted 62 *Scratch* workshops and a *Scratch Day* Hong Kong 2012 event, facilitating the integration of *Scratch* software into the school curriculum. A representative group, consisting of LEAD staff and teachers, attended a global *Scratch* conference at MIT Media Lab in July to share experience and insights from Hong Kong.

The HKFYG Museum

The Federation believes that for young people to fully appreciate their cultural heritage, they must have a deep understanding of it. To help infuse their interest and passion, The HKFYG Museum was set up on 31 May 2013. The Museum contains pieces generously donated by Lisa's Collection and other collectors, including Mr. and Mrs. Lee Chun-hung, Mr. and Mrs. Li Pak-keung, The Yan Fai Collection and Wing Yap Tong. Prof. David Lung, SBS, JP, Lady Edith Kotewall Professorship in the Built Environment of The University of Hong Kong and Mr. Li Huibing, retired researcher of the Palace Museum were Guest Speakers at its formal Opening. Currently, the Museum houses artefacts including Chinese jade carvings, pottery and ceramics, and other art works of distinctive value. Through exhibitions and educational programmes, the Museum will be able to enhance the knowledge of China's rich heritage.



Fundraising

Charity Auctions

The Federation organised two Charity Auctions in May and December 2012 as a way to nurture art appreciation while 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 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 18 March 2013 at the Hong Kong Country Club. Guest performers at the event included The Exchange from the US, Out of the Blue from the UK, the MayTree from Korea and the HKFYG Hong Kong Melody Makers. Funds raised went towards Federation services.

Charity Film Premiere “We Not Naughty”

The Federation held a Charity Premiere of this film on 21 August 2012 at the Hong Kong Convention and Exhibition Centre. The Hon. Mrs. Carrie Lam, GBS, JP, Chief Secretary for Administration was invited as Guest of Honour. The Gold Sponsor was Milus while Silver Sponsors included BOCHK Charitable Foundation, Christfund Securities Limited and Tak Sing Alliance Holdings Limited. The funds raised went towards Federation programmes. Nearly 1,000 guests attended.



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, and 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 419 funding proposals on behalf of 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

Beat Drugs Fund

Board of Management of the Chinese Permanent Cemeteries, The BOC Group Life Assurance Co. Ltd.

Commission on Youth, The

Committee on the Promotion of Civic Education

Community Chest of Hong Kong, The

Community Investment and Inclusion Fund

Education Bureau

Employees Retraining Board

Environment and Conservation Fund

Environmental Protection Department

Financial Services & Treasury Bureau

Hang Seng Bank Ltd.

Hong Kong Arts Development Council

Hong Kong Council of Social Service, The

Hong Kong Jockey Club Charities Trust, The

Hongkong Bank Foundation, The

HSBC Community Partnership Programme

Hung Hing Ying and Leung Hau Ling Charitable Foundation

Innovation and Technology Fund

Keswick Foundation, The

Li Ka Shing Foundation

Lisa's Collection

Lotteries Fund

Mission Hills Golf Club

Office for Film, Newspaper and Article Administration

Quality Education Fund

Sir David Trench Fund for Recreation

Sir Robert Black Trust Fund

Standard Chartered Bank (Hong Kong) Limited

Tourism Commission

Verdant Foundation, The

Victor and William Fung Foundation Ltd.

Upcoming Events

Forthcoming fundraising events include a charity sale, charity dinner and a gala premiere. Development of strategies for continuous enhancement of relationships with partners and innovative fundraising are ongoing.





Corporate Planning and Staff Training

The Annual Plan 2013-14

Carrying on the momentum of online youth service development from previous years, using multimedia in youth services is the focus for 2013-14. Through extensive application of multimedia technology, it is hoped that more young people will be connected, not only in working together, but also in being creative and committed to serving others.

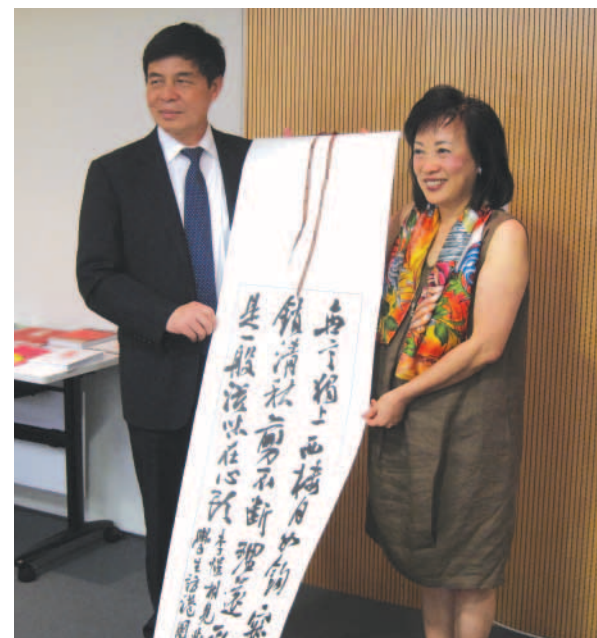
Media 21 was officially opened in mid-2012, providing an integrated multimedia and digital platform for young people to learn media skills and to gain experience in media production and broadcasting. Through the seven channels of the M21 multimedia web, the creative works by young people were broadcast widely through the community and school-based networks. The 12 core services continued to apply multimedia in their work, which saw the establishment of media counselling services and the launching of the "Youth Law" mobile app. All the websites of the Federation were revamped, with the launching of a corporate mobile app to further engage young people through digital platforms.

The planning exercises began in early 2013 and the Annual Plan 2013-14 was published in June 2013, which featured Key Service Statistics and future plans of the 12 core services. Together with an introductory pamphlet, the Annual Plan was widely distributed to government departments, funding bodies, partners, youth work organisations, universities and schools.



Continuation of the Second 5-Year Plan

The Federation continues to implement the second 5-year plan, focusing efforts in the following strategic directions: Connectivity, Caring, Community Engagement, Professional Collaboration and Resources Development. Monthly dashboards on the Key Service Statistics of the 12 core services were produced and analysed to shed light on further improvement and monitoring of the effectiveness in service delivery.



Active Learning • Further Studying

In 2012-13, 696 staff accomplished a total of 11,269 training hours either through in-house or external training activities.

Induction programmes 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 45 orientation sessions were arranged last year.

In line with encouraging staff to further their studies, this year saw one staff member granted paid leave to pursue part-time study towards a degree of Master in Values Education. The Staff Self-Learning Scheme continues to encourage staff to broaden their knowledge and skills in their leisure.

Over the past year, 93 in-house training programmes were organised with a total attendance of 4,573 staff members. Highlights include:



Information technology and multimedia: In line with the Federation's service development in multimedia youth work and the revamp of the Federation's websites, a series of six courses with a total of 19 classes were provided for 439 staff members. The courses covered areas in internet application, social media, powerpoint design, video production, digital photography and desk top publishing. Regular training on internal computer systems, such as Member Relationship Management, casework systems and accounting systems, was conducted quarterly to ensure staff competence.

Professional qualifications: Professionalism is key in meeting the demands of young people and society. Seven short courses, ranging from mediation, cognitive behavioural therapy, MBTI personality tests, art therapy, finance and first aid to "4D Frame" science educational tools, were provided. After professional examinations and assessments, a total of 130 staff members attained relevant certificates and licenses, enhancing the professional standards of our services.

Enhancement of service quality and management: Targeting the problem of drug abuse, training workshops in assessment tools developed by the "Youth at Risk" Services were conducted with experts invited to share their knowledge and skills, especially on issues related to drug abuse. Lawyers were invited to speak on laws related to common crimes that young people might commit and three talks were arranged. Training workshops on administration, management and accounting system were also organised to enhance efficiency.



Other programmes organised by external bodies, including universities, professional guilds and associations, government departments and social welfare organisations, were held at which 146 staff members were sponsored to join 70 courses.





Staff e-Learning System

The Staff e-Learning System was completed and will be launched in the latter half of 2013, to provide an easily accessible platform for staff to acquire knowledge and learn new skills, in order to enhance expertise and service ideas.

Innovation in Service

Study trips, training courses overseas or to the Mainland were provided and five staff members were sponsored to travel to the US, UK, Taiwan and Beijing to learn new practices.

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 their requirements. It is anticipated that in the coming 2013-14 academic year, another two staff members will be undertaking agency attached placements.

Over the past year, 126 social work students from local tertiary institutes and universities were offered fieldwork placements at the Federation. A further 23 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 40 youth workers from Wuhan. The Federation also received visitors from Beijing, Harbin and Guangdong in China, as well as from France and Malaysia.



Sustainable Development

The HKFYG, as a leading youth services organisation, is committed to becoming green and has drawn up a range of initiatives in every service and operational area.

In 2012, the Federation received funding from the Environment and Conservation Fund (ECF) for HK\$14.1 million to implement the three-year Green NGO Plan, "Transforming the HKFYG into a Green Youth Organisation". As part of the Green NGO Plan, energy improvement works at the 15 Youth S.P.O.Ts were approved to be carried out, which included an upgrade of the air-conditioning and lighting systems to minimise carbon footprints. A designated 'GO Green' webpage was set up, highlighting the latest news and activities that were being organised in relation to greening efforts.

Funding was also received from the Environmental Protection Department (EPD) to operate a community recycling network with 20 "NGOs collection points" set up at the Youth S.P.O.Ts last December. Through these efforts, the public is encouraged to recycle waste plastic, glass bottles and small electronic appliances.

It is hoped that further support will be forthcoming from the EPD to expand the community recycling network as well as to engage an Environmental Consultant who would assist in developing a three year Strategy Go-Green Work Plan and Environmental Management System.





Information Technology

The strategy of the Information Technology (IT) Unit includes development, training, support and compliance. In line with the aforementioned strategy, the work of the Unit focuses on system implementation and maintenance; server, network and infrastructure support, and general IT support. Major IT projects during 2012-13 include:

System Development – Service Management System

Website Revamp

A website revamp project was undertaken, to redesign the layout to better reflect the corporate image with improved site navigation. A new content management system to better facilitate content update and standardisation of different sites was adopted. A policy on website management was also prepared to align expectations on website quality.

Mobile Applications

To improve connectivity with users, the Federation's mobile app was launched in April 2013. Through the app, users could view the production of M21 online, get updated news of the Federation and M21, obtain information about the activities and courses of M21 and other service units and arrange for enrollment where applicable, as well as sharing photos.

Member Relationship Management System and uPortal

To improve members' relationship experience, in January 2013 there was an official launching of the new bonus point system and the QR code membership card. In line with the development of the mobile app, the mobile interface for activities and courses enquiry and enrollment was also developed. Integration with the volunteer management system developed by the Youth Volunteer Network was also undertaken.

System Development – Executive Management System

Human Resources Management System

The system is expected to automate the existing manual workflow processes in personnel management, leave, payrolls and medical scheme management. The data is expected to facilitate strategic planning. During the year, efforts were made to help assist the vendor in understanding Federation needs and to agree upon the logistics of functional requirements. Implementation of the system is targeted for late 2014.

Staff Learning System

The system is an integrated staff learning portal, with major functions including online learning, knowledge management, as well as automated course enrollment and approval workflow. The system is already completed, and is targeted for a soft launch in the second half of 2013.

Fixed Assets System

This decentralised system is for recording the movements of the fixed assets of the units, with approval flow built in. Final testing is to be arranged, while full implementation is scheduled for late 2013.

Infrastructure Setup

Virtual Private Network

To enhance the security of the internal systems of the Federation, a virtual private network will be set up between the Headquarters and remote sites. Installation at the majority of the sites was completed, and full implementation is expected by the fourth quarter of 2013.

Disaster Recovery Site

With increased reliance on IT systems, continual functioning is critical for daily operations. In order to minimise the disruption caused by system failure, a disaster recovery site has been set up, and the Unit is currently working out the related disaster recovery procedures.

Other Support

In line with the multimedia service development of the Federation and to enable M21 to reach a wider audience, M21 stations have been set up at all Youth S.P.O.Ts. The IT Unit has assisted in the related hardware and software acquisition and installations. In addition, the Unit provided assistance to the setup of IT network, and the purchase of IT equipment where applicable for four new premises that were set up during the year.



Premises Development

M21 Stations at 21 Youth S.P.O.Ts

To serve as satellites of the Federation's unique multimedia platform, M21 stations were set up in all 21 Youth S.P.O.Ts throughout the territory. These M21 stations will connect M21's major platforms with local communities, broadcasting live information, current affairs and educational programmes to its audience through the set top box devices. They will also help reach as many young people as possible, all the while helping them learn more about media production.



The HKFYG Museum at the HKFYG Building

The HKFYG Museum was set up on the fifth floor of the HKFYG Building. The Museum is of a neat and clean contemporary design which very suitably complements the state-of-the-art facilities. The Museum is currently home to arts and artefacts from 'Lisa's Collection' and other generous donors and will also be the venue for cultural and arts appreciation activities.

WL Residence at Wing Lee Street

The Urban Renewal Authority (URA) approved a licence to the Federation for the setting up of a short term transitional residence at Nos. 7-8 Wing Lee Street. The care services provided at the WL Residence are for those between 18 and 24 facing personal challenges that warrant them to seek temporary accommodation. URA renovated the units, with the Federation being responsible for furnishings and operational needs.

Organic 21 Café and Shop at Staunton Street

Following on the success of other social enterprises, the Federation set up a café, Organic 21, and an organic shop at Nos. 60 & 62B, Staunton Street, Central under the licensed use approved by the Urban Renewal Authority. The café uses produce from

the Federation's Organic Farm and the shop sells organic goods sourced from around the world. Both café and shop are bright, with simple and clean colours, promoting a fresh and healthy look.



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

The Jockey Club Sai Kung Outdoor Training Camp is currently undergoing its Phase III Redevelopment. Supported by The Hong Kong Jockey Club Charities Trust, the renovations will augment the Camp's capacity and interactive platforms for people of all ages. The sub-structure and site formation works were completed in June 2012, while the superstructure works was started in July. The whole project is expected to be completed by October 2013.



Maintenance of Offices, Service Units and Camp Premises

The Unit closely monitors the physical condition of all Federation premises, especially the Camps. With high utilisation rates, the Federation is committed to the safety of all and thus ensures that the premises and equipment remain in good working order. Over the past year, 30 improvement and minor renovations were carried out.

