



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.



## Partnership Project Highlights

### HKFYG Jockey Club Sai Kung Outdoor Training Camp - Phase III Redevelopment

The Phase III redevelopment was completed in 2014 with funding support of The Hong Kong Jockey Club Charities Trust. New construction works included six dormitory blocks, a canteen block, one platform deck for outdoor activities, and an enhanced sewage treatment plant. Occupying 18,400 square metres of land, the camp can now accommodate up to 460 overnight and 250 day campers.

### HSBC Financial Dialogue Series

The Series was organised by HKFYG and sponsored by HSBC. It aimed to nurture future financial leaders for Hong Kong. Four Financial Dialogues and one Global Lecture with prestigious leaders and financial experts, and exclusive insight into HSBC's Operations were provided between October 2013 and May 2014. 200 local university students took part, plus others in the HSBC Scholarship Scheme.



### Hang Seng Bank - Leaders to Leaders Lecture Series

The "Hang Seng Bank - Leaders to Leaders Lecture Series", which is fully sponsored by Hang Seng Bank and jointly organised by Leadership 21 and The University of Hong Kong, provides young people with the opportunity to interact with ten distinguished community leaders on issues under the theme of 'Emerging Trends in Asia'. The Series received a Gold Award at the 11th China Golden Awards for Excellence in Public Relations organised by the China International Public Relations Association, making Hang Seng Bank the only Hong Kong corporation to receive a CIPRA Gold Award for corporate social responsibility.

### HKFYG Standard Chartered Hong Kong English Public Speaking Contest

With the Standard Chartered Bank (Hong Kong) Limited as sole sponsor, the Federation organised the Contest for the 11th year with the English-Speaking Union (Hong Kong). Nearly 1,700 students from 162 secondary schools took part in the 2014 Contest to enhance their public speaking skills and self-confidence.

### Innovation and Technology Scholarship Award Scheme

For the fourth year in succession, the Innovation and Technology Fund of the HKSAR Government and HSBC have made a generous donation for the Scheme, which nurtures young talents by giving recognition to outstanding undergraduates in science-related streams at local universities. 25 scholarship recipients benefited from related mentorship, attachment programmes and internship programmes.

### Entrepreneurship Training

The Federation's Youth Business Hong Kong has taken a new step, with the support of Barclays Bank PLC and offered one year of all-round entrepreneurship training to more underserved youth. Components include early intervention for secondary and tertiary students, hard and soft entrepreneurial skills training courses, dialogue sessions with entrepreneurs, education webinar, overseas business mission and publication.

### Project R

For three years from 2014, the HKFYG Youth Crime Prevention Centre's "Project R" will be funded by The Keswick Foundation. The project provides resources for social workers to intervene and give counselling at a critical time to 10-17 year-olds under arrest or whose cases are under investigation. The New Territories South Police Headquarters and nine several district police stations have been partners to the project since its launch in 2012.



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### HSBC Financial Dialogue Series 2013/14 Going Forward: Global Economics in 2050



Projects Funded by the Li Ka Shing Foundation's "The March of Social Engineers"

"The March of Social Engineers" is a campaign initiated by the Li Ka Shing Foundation to engage Hong Kong citizens to improve the community. Units of the Federation, including the Youth S.P.O.Ts, Employment Services and Youth at Risk Services, received over HK\$4.8 million to run 40 community services, cultural and sports training projects as well as career and behavioural counselling.



#### Hope for Success

Co-organised by the Federation and Prudential Hong Kong Limited with sponsorship from the Prudence Foundation, the programme was launched in 2014, promoting to secondary school students the concept of planning their future careers. 500 students participated and 50 finalists received scholarship to implement their plan with the guidance from social worker in coming years.



#### Travel Mission

M21's Travel Mission, sponsored by the SOCAM Development Limited, provides opportunities for young adventurers to prepare trips overseas with a plan and a purpose. According to their self-designed travel plans, these young people offer voluntary help to explore social problems in different parts of the world and film what they find for broadcast online. So far, their footprints have covered Cambodia, Japan, Maldives, Myanmar, Russia and Yunnan Province on the Mainland.

#### Co-create Hong Kong

In support of Hong Kong: Our Home campaign, this project was held from July-December 2013, and The Hong Kong Jockey Club Charities Trust was the major sponsor. Around 7,000 young people city-wide engaged with visual media, dancing and singing to highlight their creative and positive energy for Hong Kong.

#### EWeek Hong Kong 2013

EWeek is a signature programme of the US National Engineers Week Foundation. Supported by IBM China/Hong Kong Limited, the localised programme was organised by the Federation's LEAD (Learning through Engineering, Art and Design) Centre from November 2013 till May 2014. It acted as a catalyst for problem-solving and collaboration with seminars, hands-on activities and contests on engineering, promoting STEM concepts to over 2,700 students from 18 secondary schools.

#### Project Easy - Dyslexic Students Counselling Service II

The Community Chest supported this one-year project by the Federation's Jockey Club Student Support Centre. From August 2013 till July 2014, all-round services include training, casework, therapeutic groups, and self-esteem building programmes were provided for over 450 potential and diagnosed dyslexic students. Talks and workshops were also provided for about 600 parents, teachers and youth workers.



#### NEIGHBOURHOOD First - Community Net Project

A three-year grant was awarded by the Community Investment and Inclusion Fund for this project between 2012-15. It incorporates leadership training, volunteer services, online connectivity and regional collaboration. With young people leading the way, the project aims to cultivate a strong, helping and caring culture between neighbours. Highlights include 100 youth-led NEIGHBOURHOOD Teams which strengthen social cohesion.

#### 2014 China Week - Rail Journeys

Near 200 young people aged 18-29 in 46 teams took sponsored train journeys of 4-10 days in China this year. They focused on how China's development, culture and modern history have all relied upon its rail network. On their return, they shared this great adventure with photos, videos and talks with 400 secondary school students. This Project was partly supported by Centum Charitas Foundation.

#### Jade Art

Set up in 2014 by the Federation with the support from Mrs. Lisa Cheung of Lisa's Collection, Jade Art is a unique jewellery shop in PMQ in Central. This social enterprise aims to nurture the appreciation of Chinese craftsmanship and tradition with courses provided for young people to learn the art of making jewellery from antiques.

#### Caring Company Scheme

To recognise the dedication of partners, the Federation successfully nominated 123 companies and six organisations for the Hong Kong Council of Social Service 2013-14 Caring Company Logo and Caring Organisation Logo.



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## Fundraising

### Charity Auction

The Federation organised a Charity Auction 2013 on 8-9 June focusing on Chinese arts and artefacts to raise funds for young people in need. To increase young people's appreciation of Chinese arts and artefacts, a certificate course was taught by Mrs. Lisa Cheung.

### *a cappella* Musical Dinner

The *a cappella* Musical Dinner was held on 1 April 2014 at the Hong Kong Country Club. Guest performers at the event included Musae from US, The Sons of Pitches from UK, JARNZQ from Japan and the HKFYG Hong Kong Melody Makers.

### Charity Screening of When C Goes with G7

This very first film of the Federation was made by young people for young people. The Charity Screening took place on 9 December 2013 at AMC Pacific Place with the Guest of Honour the Hon. Matthew Cheung Kin-chung, Secretary for Labour and Welfare. Special thanks to The Dragon Foundation as sponsor of the film and Milus as the major Charity Screening sponsor.



## Donations, Sponsorship and Mentorships

The Federation also benefited from the charity events of other organisations and individuals. The Sports Association of the Correctional Services Department, New Era and King's College London PASS Society all named the Federation as a beneficiary of their respective charity events.

Partners have played a strong role in competitions, showcases and awards, by sitting on selection panels, donating prizes or providing venues or equipment.

Sponsorship in kind and in cash from corporate bodies and individuals continued to be generous. Donations of goods, special offers and matched sponsorships for youth members and underprivileged children have included cash, tours, trial classes, discounted or free subscriptions, and tickets to films, concerts, exhibitions, theme parks and the theatre.

Contributions from corporate volunteers have been received through adventure training to outings, seminars and workshops, as well as career and educational expos. Furthermore, media and publishing sponsors have provided free or low-cost promotions for many Federation programmes and events as well as advertising on printed matters, roadshows, video walls and websites.

## Upcoming Events

Forthcoming fundraising events include another charity dinner and a gala film premiere as further strategies and innovative fundraising continue to be developed.



# CORPORATE PLANNING & STAFF TRAINING

## The Third Five Year Plan cum Annual Plan 2014-15

This year, the Federation launched the Third Five Year Plan, from 2014-15 to 2018-19. Building on the foundation of the Second Five Year Plan, accumulated experience and a thorough consultation with staff, the Third Five Year Plan derived four strategic directions which will guide service development over the coming five years. They are:

- **Professionalism and Innovation:** Enhancing professional services and reinforcing support to young people in need; and building innovative organisational culture.
- **Engagement and Participation:** Maximising the use of online and social media platforms to actively engage young people; and enlarging youth participation by strengthening synergic collaboration of youth services online and offline.
- **School and Community Networks:** Strengthening connectivity with local schools and reinforcing supportive services to students, parents and teachers; caring for community needs and engaging young people to serve their communities.
- **Efficiency and Resources:** Perfecting organisational mechanisms and enhancing digital infra-structure; expanding partnership and developing resources to sustain service development.

Together with the Year Plan exercise carried out in mid 2013, both the Third Five Year Plan and the Annual Plan 2014-15 were finalised and published in April 2014. The 2014-15 Annual Plan featured the performance in Key Service Statistics and future plans of 12 Core Services. Together with an introductory pamphlet, the Third Five Year Plan cum Annual Plan 2014-15 was widely distributed to government departments, funding bodies, partners, youth work organisations, universities and schools.



## Active Learning Further Studying

In year 2013-14, 619 staff accomplished a total of 10,200 training hours either through in-house or external training activities. Over the past year, 73 in-house training programmes were organised with a total attendance of 3,641 staff members. Highlights include:

### Information Technology and Multimedia

To enable staff to connect closely with young people, training courses and workshops on mobile app development, video production, social media marketing were provided. Also provided were training on internal computer systems for Member Relationship Management, Casework and Website Content Management.

### Professional Qualifications

Professional knowledge and skills training was arranged, covering a wide range of topics from youth employment, narrative therapy, dyslexia, speech therapy, internet addiction, drug abuse, teenage pregnancy, triads and cyber counselling to ethnic minorities.

### Enhancement of Service Quality and Management

Induction programme for new staff included an orientation session, with follow-up workshops on accounting, administration and management, Member Relationship Management System as well as Casework System conducted monthly and quarterly respectively. A total of 31 training sessions were arranged last year along with refresher workshops on administration, management and accounting system to enhance overall efficiency.

There were also other programmes organised by external bodies, such as universities, professional guilds and associations, government departments and social welfare organisations, to which 255 staff were sponsored to join 71 courses.

## Staff e-Learning System

The Staff e-Learning system was launched in April 2014. This online learning platform encourages staff members to actively acquire new knowledge and to share their expertise. The four main features in this system facilitate staff to learn in a proactive and convenient manner, with no time or physical barriers and include: an online registration and approval system for staff training courses and programmes; online staff training profile; youth work knowledge bank for knowledge sharing; and an online classroom equipped with training videos and reference materials.

The aim of the new system is to strengthen staff training from offline to online, creating an encouraging learning environment and platform for staff to learn at their own pace, so that they will be competent and confident in their work, thus raising the bar of professional youth work. Online learning is also more efficient and cost effective in allowing more staff participation in programmes.

## Innovation in Service

In 2013-14, 17 staff members were sponsored to travel to the US, Korea, Malaysia, Taiwan, Macau, Shenzhen and Beijing to learn new practices and have more experiences.

## Professional Youth Work

Staff members, currently studying in formal social work programmes, leading 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, two 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 2014-15 academic year, another four staff members will be undertaking agency attached placements.

Over the past year, 102 social work students from local tertiary institutes and universities were offered fieldwork placements at the Federation. A further 122 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 nine government officials and youth workers and social work students from Shanghai and four social work students from Guangdong Province. The Federation also shared youth work experience with experts and academics visiting from Moscow, Seoul, Beijing, Shanghai, Hunan, Guangdong, Zhuhai, Shenzhen and Taiwan.



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## HKFYG Goes Green

The HKFYG Sustainability Unit was formally established in June 2013 with a vision to embed sustainable and environmental protection as core value through development of a “Go Green” footprint in every service unit. It is also important to prepare staff as environmentally competent to further influence young people to become green citizens and raise environmental awareness in the community.

## “Go Green” Strategy

The “Go Green” strategy adopted a “STEER” approach, which comprises five key components:

- (1) Engage **Staff** to “Go Green” by cultivating their environmental interest, awareness and knowledge.
- (2) Set up **Performance Targets** to assess environmental performance and ensure successful implementation of “Go Green” measures and initiatives.
- (3) Provide **Education Programmes** to educate and influence young people to build a “Go Green” culture in the community.
- (4) Develop **Evaluation Systems** to gather data to modify a “Go Green” approach and adopt best practices to deal with operations.
- (5) Conduct **Research** to explore environmental needs and opportunities.

## Transforming into a Green Youth Organisation (“Go Green”)

This initiative was sponsored by the Environment and Conservation Fund (ECF) and formally launched in December 2013. Over the past year, the following was carried out:

- a signed agreement for a three-year environmental consultancy service
- the formation of The Environmental Protection Steering Committee
- the installation of energy-efficient lightings and air-conditioners in 15 Youth S.P.O.Ts and the completion of a tendering process for the same project in four camps
- the completion of baseline studies in carbon emission and waste generation in all the service units
- the completion of the tendering process for an energy-cum-carbon audit



## “Go Green” Measures and Initiatives in Federation

The Federation participated in several government and other NGO-run charters, including:

- a public engagement campaign on Municipal Solid Waste Charging
- an Energy Saving Charter on “No ILB”
- a “Let’s Save 10L Water” Campaign
- Earth Hour 2014

There was also proactive implementation in the following areas:

- collection for recycling of waste paper in the HKFYG Building
- inclusion of environmental measures at the NEIGHBOURHOOD Reunion Lunch
- organising Red Packet Collection in the HKFYG Building

## Strengthening Community Recycling Network

With funding support from the Environmental Protection Department, the Federation started to operate the Community Recycling Network in 20 Youth S.P.O.Ts from 2012. Since then, collection has gone up by a seven-fold increase in the collection of plastics; six-fold of glass and ten-fold of Small Waste Electronic & Electrical Equipmen EE). Funding continued for the second year and a simple survey to understand the recycling behaviour of the participants was included.

## Collaboration with the Hong Kong Green Building Council

The Federation collaborated with the Hong Kong Green Building Council to organise the Mini LegCo and Youth Forum and Green Building Guided Tour during Hong Kong’s Green Building Week 2013. Through a two-day training, mock LegCo debate and guided tour, the students learnt more about the green building issues in Hong Kong.

## A Starting Point to Go Green Vision

The three-year “Go Green” Programme serves as a starting point to improve saving energy in the Federation, as well as enhancement of recycling practices and a decrease in the volume of waste generated. With these initial works, a comprehensive action plan to achieve “Go Green” Vision will be drawn up to continue to improve strategy with feedback from staff.



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## INFORMATION TECHNOLOGY

The Information Technology (IT) Unit introduced a cloud strategy in the infrastructure of the Federation, along with developing system and solutions. The Unit has also begun developing interfaces for mobile device systems.

### Management of Service System

#### Mobile Application

The Unit has updated the Mobile Application by adding photo sharing and social media plug-ins, which recorded over 8,000 downloads so far.

#### Membership and Volunteer Management System

In order to facilitate the matching of volunteers with recipients, EasyVolunteer web application was released in April 2014. Over 200 social agencies and over 300 volunteering service opportunities were provided when the service was launched.

An online draw feature was added to the Member Relationship Management System to streamline and simplify the process of handling registration for courses and activities.

The Member Relationship Management System is undergoing an interface revamp to cater for mobile phone and tablet access. This is expected to be launched in July 2014.

#### Administrative System

The Human Resources Management System changed its system and all the work is expected to be completed in 2014.

A new Staff Learning System was rolled out in April 2014 with a simplified application and approval processes for staff learning. The system also supports online learning and more than 20 multimedia learning materials were uploaded.

### Social Welfare Development Fund (SWDF)

Three projects for three internal systems were submitted to the SWDF, which approved:

- (1) developing a new Accounting System to streamline increasing accounting demands
- (2) developing a new Partnership Management System to enhance communication with and management of donors and donations
- (3) developing a new Instructor Payment System to handle payment to part-time instructors

### Infrastructure

The Federation migrated its email system to an "Office 365" platform offered gratis by Microsoft. This has largely enhanced the capacity and stability of the Federation's email communications and systems by limiting internal efforts to maintain email services.

### Upgrading of Computers

The Federation has also upgraded old computers in the Headquarters, by phasing out Windows XP to Windows 7.

## PREMISES DEVELOPMENT



### M21 Community Studios at Youth S.P.O.Ts

In addition to the M21 stations set up at the 21 Youth S.P.O.Ts, a total of six other M21 Community Studios, comprising of recording room and editing suite, were set up at Jat Min, Tin Yiu, Shaukiwan, Tseung Kwan O, Kwai Fong and Ping Shek Youth S.P.O.Ts. These M21 Community Studios were well equipped with acoustic and audio-visual facilities, as well as editing software to help extend the service network of M21 by supporting multimedia production of community-based youth production teams.

### A New Kindergarten at Choi Tak Estate

A new kindergarten premises at Choi Tak Estate in Ngau Tau Kok was allocated to the Federation in 2013 by the Education Bureau through the School Allocation Exercise. With an area of over 7,000 square feet, the kindergarten was fitted out with spacious and bright classrooms, an indoor playground, music room, painting studio and performance area with stage. With generous sponsorship from The Verdant Foundation, it is furnished to be modern, innovative and stimulating to help children reach their full potential in a safe and inspiring school environment.

### The HKFYG Institute for Leadership Development

The setting up of The HKFYG Institute for Leadership Development at the Former Fanling Magistracy is now underway. During the year, LWK & Partners and Rider Levett Bucknall were respectively appointed as the Architectural Services Consultant and Quantitative Services Consultant for the project. In addition, application under Section 16 of the Town Planning Ordinance and Heritage Impact Assessment of the project were successfully approved by the Town Planning Board and Antiquities Advisory Board respectively.

### Tai Po Youth Hostel-cum-Youth S.P.O.T Redevelopment

The proposed Youth Hostel-cum-Youth S.P.O.T redevelopment at No. 2, Po Heung Street, Tai Po, New Territories has made remarkable progress. The amendments to the Tai Po Outline Zoning Plan No. S/TP/25 were approved by the Town Planning Board on 4 April 2014 and the Planning Department gazetted the information on 11 April 2014. The height restriction of the building has been relaxed to 80mPD while the plot ratio of the land has also been raised from 5 to 6, which means the number of flats to be provided in the Youth Hostel will be increased from 61 to approximately 80. Moreover, the Home Affairs Bureau and Lotteries Fund have approved funding for the Federation to carry out pre-construction studies for the Redevelopment Project and Handi Architects Limited was appointed as consultant to carry out the studies.

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

The HKFYG Jockey Club Sai Kung Outdoor Training Camp completed its Phase III Redevelopment in August 2013 and the camp has commenced its full-fledged operation with an accommodation capacity of 460 overnight campers. In order to maintain the camp premises at a high standard and to cater for diverse educational programmes, a series of comprehensive renovation and upgrading of the Phase I area has been planned and the works will commence in 2014-15, including the conversion of the old canteen block into a multi-purpose block with teaching kitchen, yoga/dancing area and archery room. Also a new rope course and a food compost laboratory will be set up.

### 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.

