



我們的願景

在本港建立一個具高度問責性、有效率、具成效、能照顧社會需要的社會福利界，維護社會的長遠持續發展和市民的福祉。

我們的使命

社聯與機構會員透過下列途徑，共同推動社會福利的發展，

- 增強社會福利服務機構的問責；
- 共同倡導公平、公義、共融和關懷的社會；
- 推動更完善的社會福利服務；
- 讓本港福利界成為國際社會的典範。
- 促進機構服務社會的能力；

2008-11年度策略方向

- 促進福利策略發展、提升專業服務、回應社會需要
- 倡導合適的就業支援政策及配套服務，推動「從受助到自強」
- 建立社會伙伴、增強互動及策略合作、發揮社會資本
- 強化機構參與、發揮聯會帶領角色

2009-10 業務焦點及主要項目



焦點一 組織及促進社福界回應金融海嘯

- 1.1 動員及促進社福界在服務層面為社區建立抗逆力及凝聚力，並為有需要人士提供協助
- 「好好生活」全城關懷大行動 — 社福界攜手推動以關懷抵禦逆境，為你我生活打氣
 - 透過研究金融危機對不同人口組群的影響，以及倡導相關的解決方案，以辨識及推廣大眾關注金融危機對市民生活的影響

好好生活

- 1.2 為機構提供資源發展及管理的支援，特別為非資助服務提供協助

焦點二 提升專業服務及實證為本的工作手法，以回應服務需求

- 2.1 確立福利的角色，並支持創新服務計劃及實證 / 成效為本的介入手法，以強化業界的專業貢獻
- 籌辦「卓越實踐在社福」獎勵計劃
 - 透過合辦2010社會工作及社會發展聯合會議的過程，提升及促進專業同工發展實證為本的介入手法、創新計劃，並促進跨界力量以提供社會照顧和發展
- 2.2 借助政府在福利規劃、制訂年度福利議題優次，以及整筆撥款服務檢討機制的工作過程，促成策略性福利發展
- 2.3 倡導「長者友善」的城市及「香港高齡化行動方案」

2009-10核心業務主要項目

發展及協作

- 「惠施網」出版《心、思、量》推動明智捐獻
- 《心·生活》雜誌推廣社會服務機構
- 企業社會責任香港論壇
- 企業及NGO伙伴日
- 「商界展關懷」計劃

卓越管理及效率促進

- 社聯學院
- 花旗社聯學生實習計劃
- 總裁對談午餐會
- 社會服務機構環保研討會
- 社會服務機構公共關係研討會、人力資源研討會
- 非政府機構薪酬及福利調查、人力培訓需要調查

國際及地區事務

- 社聯執行委員會訪京交流團
- 粵港社會服務交流研討會
- 港區人大政協與社福界交流會
- 籌辦2010國際社會工作及社會發展聯合會議

服務發展

- 2010-11年度福利優次及議題
- 卓越實踐在社福獎勵計劃2009
- 推動服務檢討：綜合家庭服務中心、獨居 / 隱蔽長者服務
- 推廣公眾教育：長者日、國際復康日
- 智障人士老化研討會
- 長者高峰會
- 「以證為本」論壇

政策研究及倡導

- 向特首提交周年建議書及財政預算案建議書
- 特首施政報告福利政策議題討論會
- 香港社會發展論壇2009
- 市區重建研討會
- 研究金融危機對不同群體的影響
- 社企嘉年華及社企創業比賽
- 「社會天使」嘉許禮
- 利豐集團公益創投計劃

企業管理

- 統籌業界跟進整筆撥款檢討報告
- 提供會員服務，特別支援小型 / 非政府資助機構
- 《社情》季刊及「寫情寫理」
- 統籌港台「生活存關愛」電台節目推廣社會服務機構

主要活動

2009

- 4月
- 總裁對談午餐會系列 — 公營機構的績效審計「驗身報告」

- 5月
- 好好生活 — 全城由心出發大行動
 - 「於地區層面創造就業機會 — 現況與發展方向」研討會
 - 社會服務機構人力資源研討會2009 — 「讓新人類成為你的人才資源」
 - WiseGiving 午餐會 — 《心·思·量》新書發布

- 6月
- 2010-11年度福利優次及議題工作會議
 - 市區重建研討會
 - 智障人士老化研討會
 - 社會服務機構環保研討會2009 — 「從全球暖化的啟示，到社福機構的綠色行動」
 - 非政府機構資訊日
 - 港區人大政協與社福界交流會
 - 社聯執行委員會訪京交流團

- 7月
- 向特首提交周年建議書2009
 - 出版《香港社會服務機構總覽2009》

9月

- 粵港社會服務交流研討會
- 企業社會責任香港論壇2009
- 花旗社聯學生實習計劃開展禮
- 總裁對談午餐會系列

10月

- 特首施政報告福利政策議題討論會
- 香港社會發展論壇 2009
- 長者高峰會 — 「長者友善社區」
- 「國際消費日」活動

11月

- 2009年度卓越實踐在社福獎勵計劃
- 社企嘉年華及社企創業比賽
- 資訊科技資源中心研討會
- 長者日
- 「國際復康日」慶祝活動
- 社聯周年會員大會

12月

- 「以證為本」論壇
- 社會服務機構公共關係研討會 2009
- 公布「商界展關懷」提名準則

2010

- 3月
- 企業及NGO 伙伴日
 - 「社會天使」周年聚會及嘉許晚宴

焦點一 2008-09主要業務成果

政府承諾進行福利規劃及全面檢討整筆撥款津助模式，社聯藉藉此機會促進福利策略發展

- 已舉辦福利規劃論壇，並向社會福利諮詢委員會提交意見書
- 與社署就訂立福利項目優次成功建立對話平台
- 就「高齡化行動方案」在界內及界外發動討論及諮詢程序
- 就跨境家庭議題舉辦研討會及進行研究
- 出版《商健康陰情》及舉辦「十八區關愛僱主」嘉許計劃，推動聘用殘疾僱員
- 成立「社企聯合商業支援中心」
- 完成及發表2008薪酬調查，並舉辦人力資源經理小組分享會議
- 完成捐獻者行為調查
- 啟動便利店及網上銀行捐款服務、與Charities Aid Foundation在港推行僱員月薪捐贈計劃
- 已有144間機構參與「惠施網」公開慈善問責資料

焦點二 建立社會伙伴合作以加強社會資本及社聯的影響力

- 共1,700間「商界展關懷」公司及「同心展關懷」機構參與，並有40個贊助助人會會員
- 出版4期《CSR脈搏》雜誌，透過經濟日報分發至共200,000讀者
- 新增推動環境保護為「商界展關懷」計劃的準則之一，並獲環保局的實質支持
- 出版《公民步道》電子雜誌
- 超過40個公民社會團體參與籌辦第二屆香港社會發展論壇
- 與扶輪社合作推動殘疾人士就業
- 與香港醫學會合辦「關愛啟動」計劃，在大埔區與私家醫生協力宣傳防治濫藥訊息
- 為非資助機構建立網絡

社聯2009-10年度各業務詳細計劃及2005-08三年業務報告詳情已上載社聯網頁，敬請瀏覽

<http://www.hkcss.org.hk/download/bp/0910>

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2009-10 社聯業務計劃
HKCSS Business Plan 2009-10

“以關懷抵禦逆境
為你我生活打氣”
Embracing Challenges,
Enriching lives



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

Our Vision

To build a welfare sector that is highly accountable, efficient, effective and responsive to social needs, upholding the long-term sustainable development of society and the well-being of our citizens.

Our Mission

To promote the development of social welfare together with its agency members, through:

- Enhancing accountability of social welfare service agencies;
- Promoting improvement of social welfare services;
- Facilitating agencies to better serve the community;
- Advocating equality, justice, social integration and a caring society;
- Setting the local welfare sector as a model of excellence in the international community.

Three-year Strategic Directions of HKCSS 2008-11

- Foster Strategic Welfare Planning, Enhance Professional Service to Meet Social Needs
- Promote Self Reliance and Work Support Policies and Supporting Services
- Build Social Partnership and Co-operation to Strengthen Social Capital
- Strengthen the Role and Participation of Agency Members and the Leadership of the Council



Core Business Key Initiatives 2009-10

Sector Development & Partnership

- "WiseGiving" Casebook
- "Heart & Life" magazine to promote NGOs
- CSR Conference
- Caring Company NGO Fair
- Caring Company Scheme

Service Development

- 2010-11 Welfare Priorities and Agenda Setting
- 2009 Best Practice Awards in Social Welfare
- Service Review: IFSC, singleton / hidden elderly
- Public Education: Senior Citizen's Day, International Day for Disabled Persons
- Conference on Ageing People with Intellectual Disabilities
- Elderly Summit on Age Friendly Community
- Forum on Evidence Based Practices

Quality Management & Efficiency Enhancement

- HKCSS Institute
- Citi Internship Programme
- CEOs Meet CEOs Luncheon Series
- Environmental Protection Forum for NGOs
- HR Forum & PR Forum for NGOs
- Salary and Benefits Survey & Training Need Survey for NGOs

Policy Research and Advocacy

- Annual Submission 2009 to the Chief Executive & response to the Budget Speech
- Chief Executive Policy Address Welfare Related Policy Agenda Discussion Forum
- Hong Kong Social Forum 2009
- Forum on Urban Renewal
- Study on the impact of financial crisis on different target groups
- Social Enterprise Carnival & SE Competition
- Social Angel Annual Gathering and Award Dinner
- Li & Fung - Venture Philanthropy

International and Regional Networking

- HKCSS Executive Committee exchange visit to Beijing
- Guangdong - Hong Kong Seminar on Harmonious Society and Social Work
- Sharing Session with HKSAR NPC Deputies and HKSAR CPPCC Members
- 2010 Joint World Conference on Social Work and Social Development

Corporate Management

- Co-ordinate sector's response on the follow-up of the LSG Review Report
- Provide support to Agency Members, especially the small and non-SWD subvented ones
- "Scenario" magazine & E-capture newsletter
- RTHK Radio Programme on social service "Life is all around"

2009-10

Corporate Focus & Key Initiatives

Focus One

Organize and Facilitate the Welfare Sector's Response to the Financial Tsunami

1.1 Mobilize and enhance NGOs' service interventions to build resilience, solidarity in the community and to reach out to those in need.

- Welfare Sector Community Campaign: "Embracing Challenges Enriching Lives"
- To identify and promote concern on the impact of financial crisis on people's livelihood by studying the impact of financial crisis on different population groups and by advocating solutions to address these needs

1.2 Resources development and management support for NGOs, especially in support of non-subvented services

Focus Two

Enhance Professional Service and Evidence-based Practices to Meet Service Needs

2.1 Affirm the role of welfare and support creative initiatives and evidence-based/outcome oriented interventions to strengthen the professional contribution of the sector

- To organize the 2009 Best Practice Awards in Social Welfare
- To enhance and empower professionals in evidence-based interventions, innovations and fostering cross-sectoral synergy in providing social care and development through the process of co-organizing the 2010 Joint World Conference on Social Work and Social Development

2.2 To leverage on the government's initiative of Welfare Planning, Annual Agenda Setting Exercise and the Service Review mechanism under LSG, to foster strategic welfare development

2.3 To advocate for an "Aged Friendly" City and the Plan of Action on Ageing

Major Achievements of Corporate Focus 2008-09

Corporate Focus One:

HKCSS to leverage on Government's initiative to conduct Welfare Planning and LSG review to foster strategic welfare developments

- Forum held and recommendation paper submitted to SWAC on Welfare Planning
- Succeeded to establish a dialogue platform with SWD on Welfare Priority Setting
 - Engineered a discussion and consultation process within and beyond the sector on HK Plan of Action on Ageing
 - Conference and Survey on Cross Border Living Families was held
 - Published magazine supplement on employment of people with disabilities and held a recognition scheme of 18 Districts Caring Employers
 - Social Enterprise Business Centre was launched
 - Salary survey 2008 completed and released; meetings of HR managers organized
 - Survey on giving behaviors conducted
 - Launching of donation platform in convenient stores and Bank of East Asia online giving, and launching of employee giving system with Charities Aid Foundation
 - Voluntary enrollment of NGOs to the WiseGiving Scheme reached 144



Corporate Focus Two:

Corporate Focus Two: Build social partnership to strengthen the social capital and influence of HKCSS

- Engagement of over 1,700 Caring Companies and Caring Organizations with over 40 Patron Club members
- Four issues of CSR magazines published and distributed through HK Economic Times reaching 200,000 readers
- Incorporated environmental protection as one of criteria for Caring Companies, successfully engaged the support and resources of Environment Bureau for the Scheme
- Issued e-magazine on civic society
- Engaged more than 40 civil society organizations to jointly organize the 2nd HK Social Forum
- Collaborated with Rotary to promote employment for the disabled
- Co-operated with The Hong Kong Medical Association to organize training for private practitioners and develop a shared care network with doctors in TaiPo to tackle Substance Abuse of Young People
- A network for NGOs not receiving SWD subvention was formed

Key Events Calendar

2009

April

- CEOs meet CEOs Luncheon Series — "Performance Audit of Public Sector Organizations"

May

- Launching Event of the "Embracing Challenges Enriching Lives" Campaign
- Seminar on "Create Employment in Districts — Existing Situation & Direction of Development"
- HR Forum for NGOs 2009
- WiseGiving Luncheon — 心•思•量 book Launch

June

- Work Meetings on 2010-11 Welfare Priorities and Agenda
- Forum on Urban Renewal
- Conference on Ageing People with Intellectual Disabilities
- Environmental Protection Forum for NGOs 2009
- NGO Day on ICT
- Sharing Session with HKSAR NPC deputies and HKSAR CPPCC Members
- HKCSS Executive Committee exchange visit to Beijing

July

- Annual Submission 2009 to the Chief Executive
- Directory of Social Service Organizations in Hong Kong 2009

September

- Guangdong — Hong Kong Seminar on Harmonious Society and Social Work
- CSR Conference
- Launch of the Citi Internship Programme
- CEOs meet CEOs Luncheon Series

October

- Chief Executive Policy Address Welfare Related Policy Agenda Discussion Forum
- Hong Kong Social Forum 2009
- Elderly Summit on Age Friendly Community
- Commemorative Activity for International Day for the Eradication of Poverty

November

- 2009 Best Practice Awards in Social Welfare
- Social Enterprise Carnival & SE Competition
- ITRC Forum
- Senior Citizens Day
- Celebration Event of International Day for Disabled Persons
- HKCSS Annual General Meeting

December

- Forum on Evidence Based Practices
- PR Forum for NGOs 2009
- Announcement of the Caring Company Scheme — new mechanism

2010

March

- Caring Company NGO Fair
- Social Angel Annual Gathering and Award Dinner

For details of HKCSS Business Plan 2009-10, please visit <http://www.hkcss.org.hk/download/bp/0910>

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