

THE HONG KONG COUNCIL OF SOCIAL SERVICE
Standing Committee on Public Engagement and Partnership
Minutes of the 2nd Meeting for the Year 2020/21
Zoom Meeting

Date: February 25, 2021 (Thursday)

Time: 4:00p.m. – 6:00p.m.

Present:

Ms CHAN Ching Yee, Susan	Hong Kong Association of Gerontology
Ms CHAN Fung Man, Angel	Christian Family Service Centre
Ms CHEUNG Pui Yee, Pearl	Caritas – Hong Kong
Mr CHU Sai Ming, Thomas	The New Life Psychiatric Rehabilitation Association
Mr HO On Tat, Andy	Andy Ho Public Affairs Consulting Company Limited
Ms HUI Ching Man, Jasmine	NWS Holdings Limited
Mr LEE Pui Tak, Peter	Kerry Group
Ms LEUNG, Joyce	Fimmick Limited
Ms LI Lei, Lilian	Direction Association for Handicapped
Mr LI Man Chiu, Justin	Airport Authority Hong Kong
Ms NG Suk Ling, Angel	The Boys' Brigade, Hong Kong
Ms TSE Ho Yi, Apple	Hong Kong Christian Service
Mr WONG Chi Kit, Schwinger	The Evangelical Lutheran Church of Hong Kong
Ms WONG Sau Yee, Carrie	The Hong Kong Federation of Youth Groups

Apologies:

Ms NG Man Yin, Connie	St. James' Settlement
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In Attendance:

Mr Cliff CHOI	Business Director, HKCSS
Ms Christine KWAN	Senior Manager, WiseGiving
Mr Eddie TSANG	Senior Manager, Corporate Communications
Ms Wendy LUK	Senior Manager, Caring Company Scheme
Ms Hana NGAN	Officer, WiseGiving – Recorder

1. Welcome new member

Cliff welcomed new members to the Public Engagement and Partnership (PEP) Standing Committee.

2. Endorsement of minutes of the last meeting held on Nov 26, 2020

- The minutes of the last meeting held on Nov 26, 2020 was adopted.

3. Matters arising

3.1 Progress of HKJC Professional Traineeship Programme – PROcruit C

- Cliff reported that around 40 companies have been recruited; trainees of the first cohort will start working on first week of March. Riding on this programme, the newly joined trainees and existing colleagues working in CSR field could enhance connections for mutual learning and relationship building for future development of the CSR profession.

3.2 Youth Co-living Project

- The programme is in partnership with a private donor and St. Christopher's Home to rent a private apartment to house young adolescents who have graduated from Small Group Homes. The project will run for 4 years and the young residents will only be required to pay a minimal amount as rent.
- Open to all agency members which run Small Group Homes if have any needs and will promote in Memo to members

4. Discussion

4.1 Follow up on the extended governance meeting and the setup of district-based platform for post-pandemic community recovery

- Cliff reported that ex-co members agreed to use their networks to form a platform for district-based cooperation, e.g. CFSC, Caritas, Methodist & Red Cross in Kwun Tong; The Lutheran & HKFYG in Kowloon City; The Church of United Brethren In Christ & Yan Oi Tong for Tuen Mun; The Salvation Army & Sik Sik Yuen in Wong Tai Sin and St. James, Christian Service, BGCA, Red Cross for Sham Shui Po. If there is leader who can allocate resources and mobilize social support, there can be more districts.
- Andy suggested supporting humanitarian work during government actions like "lockdown" operations, can share the most updated information and handle service gap's needs for the residents. While Peter further suggested that District Social Welfare Offices could be invited to act as a coordinator.
- Cliff agreed and could try to explore NGOs' role on the registration of vaccinations, assistance on applying electronic stimulus vouchers etc.
- Carrie suggested smaller district such as estate may be easier to coordinate and shorten the communication time. NGOs based in original service areas can share and foster works in their networks.
- Ms. Angel Chan agreed work division within districts and believe NGOs can be a satellite station to support systematic messages delivery.
- Members generally agreed on this approach and Apple reminded on the awareness of damage control and handle complaints.

4.2 Preparation to the Caring Company 20th Anniversary, WiseGiving 15th Anniversary and the HKCSS 75th Anniversary and the proposed HKCSS Convention in May 2022

- Cliff went through SWOT analysis and business plan for HKCSS, reviewed the present situation and future development
- Via the HKCSS 75th Anniversary, HKCSS Convention and Caring Company Expo will be held in May 2022 for gather thoughts and discussion on social cohesion among the sector and professionals.

4.3 Proposed Consultancy Study with McKinsey on the Caring Company / Engaged Giving Movement and the way ahead to address challenges in coming decade

- The proposed research starts from now to 2022 year-end that aims at drawing the result for positioning and engage more stakeholders to drive the collaboration. Cliff introduced the draft framework of proposed consultancy study with 10 proposed topics to guide HKCSS development.
- A Social Well Being index/Indicator would be developed (announce in each year-end) to monitor effect of collective solutions, measure key changes and social progress.
- Members commented that the framework is very diverse, it's vital to have a shared agenda and interaction, better to choose key points to highlight and promote in society so that resources can be prioritized to reach top target audiences.

- 4.4 Proposed Partnership with RTHK and online / printed media(s) to produce a series of documentary to highlight NGOs-Corporate partnership on community challenges
- A TV series of documentary, targeted to publish in 2022, with the goal to bring out the future paths, encourage public action on social issues, along with online and printed media.
 - Contacted RTHK briefly to use professional media angle to arouse top social issues and involve cross sectors to listen their views on future and ways to tackle issues.
 - Andy reminded the lead time may be very long thus need to start working with RTHK as soon as possible; also can work with Mr. Ken Kwok in Commercial Radio for short seminars and interviews.
 - Members agreed on the power of storytelling, highlighted the importance of inviting more spokesmen and linkage on the activities/good stories to impress audiences.
 - Joyce recommended sequential media to announce what's going to happen allows different types of audiences engage and collect opinions in varies platforms; more hashtag/ KOL / SEO/ famous saying/voting can be done to raise exposure/publication
 - Members emphasized the need to divide target audience, and consider which style or tactics with content going to be used for grasp target group and meet objective. Cliff proposed to invite Joyce and Andy for give in-depth advice on media campaigns.

5. Progress Report

5.1 Caring Company Scheme

- Wendy reported that HKJC Professional Traineeship Programme have already recruited 45 trainees in three cohorts for 1 year internship to explore CSR professional path
- Caring Company Scheme confirmed with over 4000 companies included in the list, just few drop out since they don't have any action of community participation last year in times of COVID-19
- Caring Company Partnership Expo 2021 changes the format to seminar and forum, scheduled on 18 May, still searching for venue in HKCSS or Exhibition Hall. (Post meeting note: it will be held in hybrid, online chat rooms with different topics and a face-to-face event for the ceremony)

5.2 WiseGiving

- “Assistance Programme to Improve the Living Environment of Low-income Subdivided Unit Households” has engaged over 50 NGO operators and reached 4400 beneficiaries in the first half year. Going to resume more engagement once COVID-19 is more contained, such as corporate volunteering and UST students in designing smart products.
- A new privately funded scholarship is launched for 50 secondary schools in Northern and Kwun Tong district which target at students from underprivileged or single-parent families.
- HSBC Community Partnership Programme in 2021 will give out a total of HKD36 million, focuses on 2 themes: well-being and future skills, to drive initiatives for community recovery and meeting urgent social needs. 3 capacity building workshops for NGOs were held and there were 900 participants.

5.3 Corporate Communications

- Publicity for The Jockey Club “age at Home” Gerontech Education and Rental Service Centre will be conducted in mid-March. Besides, a series of promotional

programmes will be broadcasted on Commercial Radio later this year for the rental service and GIES 2021.

- Community Housing Movement published a book which showcased the project results and stories of service users.
- A commemoration publication will be published to consolidate sector's experience and learning from the pandemic, which includes 10 stories on how NGOs responded and facilitated new development under COVID-19. It is written by a renowned writer Ms Wong Ming Lok and the book will be published in mid-May 2021, along with a series of online promotion.

6. Date of next meeting

The next meeting will be held on 27 May 2021 at 3-5pm.

The meeting was adjourned at 5:54p.m.