

**THE HONG KONG COUNCIL OF SOCIAL SERVICE**  
**Standing Committee on Public Engagement and Partnership**  
**Minutes of the 3<sup>rd</sup> Meeting for the Year 2020/21**  
**Zoom Meeting**

Date: May 27, 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 LEE Pui Tak, Peter	Kerry Group
Ms LEUNG, Joyce	Fimmick Limited
Mr LI Man Chiu, Justin	Airport Authority Hong Kong
Ms NG Man Yin, Connie	St. James' Settlement
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:

Mr HO On Tat, Andy	Andy Ho Public Affairs Consulting Company Limited
Ms HUI Ching Man, Jasmine	NWS Holdings Limited
Ms LI Lei, Lilian	Direction Association for Handicapped
Ms NG Suk Ling, Angel	The Boys' Brigade, Hong Kong

In Attendance:

Mr Cliff CHOI	Business Director, HKCSS
Ms Christine KWAN	Senior Manager, WiseGiving
Ms Wendy LUK	Senior Manager, Caring Company Scheme
Ms Samantha Chung	Project Manager, Caring Company Scheme

**1. Endorsement of minutes of the last meeting held on Feb 25, 2021**

The minutes of the last meeting held on Feb 25, 2021 was adopted.

**2. Matters arising**

**2.1 Progress of HKJC Professional Traineeship Programme – PROcruit C**

- Samantha reported that Procruit C is entering into its third cohort for trainees' matching, while employer's registration will be closed on May 28, 2021.
- Around 40-50 companies participated in Procruit C as caring employers, in which 20 of them are with cohort three, offering 23 job opportunities to fresh graduates.
- Positive feedbacks received from both the employers and the trainees of cohort one and two, including Joyce and Peter who are our Procruit C employers.
- Continuous learning sessions will be organized to trainees at a later stage, while some networking opportunities will be offered to both employers and trainees.
- Cliff further reported that HKJC is considering to re-run the project next year, while the Government is also planning to provide additional support in this area.
- Apart from engaging caring companies in the 2<sup>nd</sup> year, Cliff counter proposed to engage NGOs as partner, to provide placement opportunities focusing on corporate

partnership area. It may strengthen the partnership between corporates and NGOs in the long run. Members agreed with Cliff's suggestion.

## 2.2 Youth Co-living Project

- Christine reported that it is a 4-year project partnering with a private donor. With the effort of the NGO partner, two private apartments have been rented in Kwai Hing and Jordon respectively, one for four boys while another one for four girls, eight places in total for the first year.
- Re-applications after the first year are accepted but applicants need to go through the review exercise. Christine expected there would be some in and out cases in the long run where new applicants can have a chance to fill up the places when available.
- After small renovation works in Jun, the NGO will start recruiting young residents in need.
- Cliff welcome for any referral case from the members. The programme opens to all agency members who run Small Group Homes.

## 2.3 Consultancy Study with McKinsey

- Cliff reported that McKinsey has been appointed as the consultancy of the study through the tender exercise. Ex-co members agreed and endorsed.
- A steering committee has been formed by eight ex-co members including five office bearers to oversees the study.
- Cliff expected members from different committee groups, agency members and stakeholders will get involved in this exercise.
- A kick-off meeting is scheduled on May 31, 2021 to discuss the details of the study in order to consolidate a set of goals and directions for HKCSS in the coming ten years.
- Three main focuses and eight scopes of areas will be discussed at the upcoming meeting, which the three focuses are:
  - a. Agenda setting – how to improve HKCSS's works towards agenda setting;
  - b. Platform buildings – what kinds of impact that HKCSS has created previously beyond projects, and how to engage different stakeholders to create impact through collective efforts;
  - c. Become a smart sector – how to deliver smart solutions to the society to create changes.
- Apple agreed that the above-mentioned items are the good directions for the study. On the other hand, she pointed out how to allocate resources and align the goals with NGOs are also worth studying. Members suggested sector's capacity building and talents' competency can also be considered. Cliff replied that human resources and information technology, communications and social marketing are included in the eight scopes of areas.
- In the coming few months, different focus groups will be formed followed by interviews and public survey exercise. The whole study is targeted to complete by Apr 2022 and announce result in May 2022.

## 2.4 Media Partnership with RTHK and CR for HKCSS 75A

- Samantha updated the schedule of RTHK project as follows:
  - Jun 2021 – sign agreement, kick-off meeting with RTHK
  - Aug-Dec 2021 – content development and shooting
  - Jan-Apr 2021 – post-production
  - May 2022 – programme will be on air at RTHK TV and website platform in eight consecutive weeks
- Cliff mentioned that RTHK agreed the documentaries' focus will be the changes of

beneficiaries through NGOs' works and corporate CSR efforts. However, RTHK has its own editorial independence for the content development.

- Cliff updated the partnership with CR:
  - Radio programme: 13 episodes
  - Participants: will invite one representative from NGO and one from corporation at CEO level for each episode, there will be a host from CR and Bernard has agreed to be the co-host
  - Topic: sustainability related
  - Further details are in discussion

## 2.5 New Grant Making programmes

- Cliff reported that HKEX has committed a grant of \$10 million to support non-subsided NGOs with the theme of service and technology innovation in the coming one year. The invitation exercise will be commenced in July.
- Cliff further updated that we are in discussion with Hang Seng Bank for a community fund. Their initial thought is to support smaller scale NGOs to provide service for people of all-ages.
- Regarding the Government's budget speech in Feb about the \$150 million which has been set aside for conducting energy audits and installing energy-saving appliances for NGOs subsidized by the Social Welfare Department, Cliff revealed that the project will be implemented by EMSD, details will be announced in Dec 2022.
- HKCSS is in discussion with EMSD to see how to leverage the resources to maximize the impact to enhance both hardware and software packages, in which Lee Hysan's Blue Sky project can be one of the examples for reference.
- He also suggested the Government to consider additional fund if the response from NGOs is positive. Members agreed with the suggestions.

## 2.6 Proposed Platform for CSR Managers

- Wendy updated that HKCSS has an idea to organise a CSR Association like HRM, providing a platform for CSR professionals as well as newcomers for networking and knowledge sharing.
- The idea has been shared at the Caring Company annual event on 18 May. Details to be further discussed and developed.
- Members agreed with the idea, they suggested mentorship can be one of the elements to support CSR newcomers.
- On the other hand, since CSR is a big topic, in which community involvement and environmental-related works are two different streams of professionals, members suggested kicking start with the existing caring company platforms and networks.
- For moving forward, Cliff will engage some CSR professionals to form a group and discuss the next step.

# 3. Progress Report

## 3.1 Caring Company Scheme

- Wendy reported that the annual Caring Company ceremony was held on 18 May at HKCSS building. It is the 19<sup>th</sup> year of the Caring Company Scheme.
- Due to Covid-19, the event has changed to hybrid event which includes three virtual seminars and a live ceremony.
- Next year is the 75<sup>th</sup> anniversary of HKCSS and 20<sup>th</sup> anniversary of CCS. Convention is planned to be held on the same day at HKCEC, probably in May 2022.
- The nomination for 2022 is opened, the theme Community Recovery has been added as one of the criterions.

- At the same time, the outstanding partnership award entry has also been re-opened after skipping one year in 2021. Submission deadline will be in Sep.

### 3.2 WiseGiving

- Interview exercise of the Guiding Star Scholarship Award has just been finished. The scholarship is supported by a private foundation, with an objective to nurture future social work leaders.
- This is the 3<sup>rd</sup> year of the scholarship programme. The roles of HKSWA and HKCSS have been swoped. HKSWA becomes the organizer this year while HKCSS is the co-organiser.
- Apart from awarding \$30k to each awardee, HKSWA will provide enrichment programme in the coming one year, including peer support, workshops and seminars to the 20 scholarship awardees as well as applicants who entered 1<sup>st</sup> round interview.
- On 1 Jun, two funding applications will be launched. One is the Project Fuel 2.0 by The D.H. Chen Foundation. The project provides financial support including operational costs to over 20 non-subsented NGOs.
- Another fund application is Operation Santa Claus organized by RTHK and SCMP. It provides financial support to those NGOs who are not be able to raise sufficient fund for its programme operation. Youth, elderly and mental wellness is the key focus areas of the programme this year.

### 3.3 Corporate Communications

- Support "Give a Hug" campaign in May/Jun which was initiated by Rehabilitation Service Team, interviews and useful information on carer support service were compiled and delivered to the public. Another round of publicity will be carried out in Oct 2021 on Carer's Month.
- Modular Social Housing Project (Yen Chow Street) will start construction in Jul 2021, media and concerned promotional events will be organized.
- As the COVID-19 epidemic has lately been eased slightly, Jockey Club "age at home" Gerontech Education and Rental Service Center organized an Open Day on 22 May (Sat) afternoon for the general public. Besides, a guided tour was also organized for the Executive Council of HKSAR Government on 24 May (Mon), a total of 6 members visited the Center.

## 4. AOB

- Susan asked for the rationale of not organizing a live Caring Company Expo this year, when comparing with the GIES held last Nov.
- Cliff replied that it was depended on the COVID-19 situation and the Government's guidelines on social distancing at the time the team made decision, which was 3-4 months prior to the event day.
- Wendy further added that the preparation work of NGOs is also one of the factors for consideration. It would be risks of upsetting NGOs and wasting of resources if Covid-19 policies had been tighten when closer to the 5.18 event day. It was different from GIES who received sufficient fund support from the Government.

## 5. Date of next meeting

The next meeting will be held on 26 Aug at 3-5pm.

The meeting was adjourned at 4:43p.m.