**THE HONG KONG COUNCIL OF SOCIAL SERVICE**

**Standing Committee on Public Engagement and Partnership**

**Minutes of the 1st Meeting for the Year 2021/22**

Date: 3 December 2021 (Friday)

Time: 10:00am – 12:00am

Venue: Rm 1410, 14/F, Duke of Windsor Social Service Building

15 Hennessy Road, Wan Chai, HK

Present:

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| Ms Chan Ching Yee, Susan | Hong Kong Association of Gerontology |
| Ms Chan Fung Man, Angel | Christian Family Service Centre |
| Mr CHU Sai Ming, Thomas | New Life Psychiatric Rehabilitation Association |
| Ms LING Ching Yin, Alice | Hong Kong Red Cross |
| Ms Ng Man Yin, Connie | St. James' Settlement |
| Ms Ng Suk Ling, Angel | The Boys’ Brigade, Hong Kong |
| Ms Tong Yee Lai, Andy | Hong Kong Christian Service |
| Mr Wong Chi Kit, Schwinger | Evangelical Lutheran Church Social Service - Hong Kong |

Apologies:

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| Ms Li Lei, Lillian | Direction Association for Handicapped |
| Ms Wong Sau Yee, Carrie | The Hong Kong Federation of Youth Groups |
| Ms Christine Kwan | Senior Manager, WiseGiving |

In Attendance:

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| Mr Cliff Choi | Business Director, HKCSS |
| Ms Wendy Luk | Senior Manager, Caring Company Scheme |
| Mr Eddie Tsang | Senior Manager, Corporate Communications |
| Ms Joyce Leung | Project Manager, WiseGiving - Recorder |

1. **Welcome newly elected members**

Mr Cliff Choi welcomed new members to the Public Engagement and Partnership (PEP) Standing Committee and thanked them for their support to the Council.

1. **Declare of interest**

All attended members signed and returned the Declaration of Interests Form to the Council.

1. **Election of Chairperson and Vice-Chairperson, selection of representatives to serve Executive Committee, WiseGiving / Caring Company Scheme Steering Committees and Assessment Committee on Membership Application**
   1. Ms Angel Ng was elected the Chairperson of PEP Standing Committee and representative to the HKCSS Executive Committee.
   2. Ms Susan Chan was elected the Vice-chairperson of PEP Standing Committee.
   3. Ms Connie Ng was appointed as representative to the WiseGiving Steering Committee.
   4. Ms Angel Chan was appointed as representative to the Steering Committee of Caring Company Scheme.
   5. Ms Angel Tong was appointed as representative to the Assessment Committee on Membership Application.
2. **Endorsement of minutes of the last meeting held on Aug 26, 2021**

The minutes of the last meeting held on 26 August 2021 was adopted.

1. **Co-option of new members**
   1. Members proposed to invite the below individuals to the Committee:
      1. Mr Justin Li, Airport Authority Hong Kong
      2. Ms Jasmine Hui, FTLife Insurance Company Limited
      3. Ms Joyce Leung, Fimmick Limited
      4. Mr Peter Lee, Kerry Holding Limited
2. **Matters arising**
   1. The new membership system and NGO directory
      1. Cliff reported that the new membership system was soft-launched and all agency members are able to upload the information to the platform directly. An official luncheon / Ceremony will be arranged in Feb 2022. Considered the suggestions from members, some wordings will be adjusted accordingly.
      2. Alice suggested to arrange the ceremony in a hybrid model and Cliff welcomed the suggestion.
      3. Susan appreciated the new platform and agency shall build the new practice on uploading information to the platform for public.
      4. Andy suggested to conduct the briefing session to all agency members for introducing the background and the mind behind for this new platform.
      5. Cliff also shared the trailer of 10 thematic videos on how social service agencies support the needy. The 1st and 2nd video has been released on November 29, 2021 via YouTube.
      6. Andy suggested to add the agency contact for each video in case people need help after watched the video.
      7. Alice suggested to conduct the organic promotion via the HKCSS network.
   2. Follow up of the proposed ESG report
      1. Cliff thanked for the comments from members in the previous meeting. After consideration the comments received and discussed with colleagues internally, would put forward for next year agenda and now focus on the membership platform in this year.
3. **Discussion**
   1. Consultancy study and proposed vision, position and strategies for HKCSS’s future 10 years
      1. Cliff reported the progress of the consultancy study and introduced the draft of strategic blueprint with the key changes for HKCSS.
         * Vision and positioning changed –
           + Citizen change to Hong Kong people, cover the Hong Kong people who live in / work at GBA. Change from social service sector to social sector.
         * Key strategic changed -
           + Instill an impact-driven culture in the way of working from the output driven as well as 3 strategic pillars, co-creation, tech enablement and talent.
         * Members appreciated the new changes and good to use the wordings as social sector and highly impact-driven but suggest the wordings:
           + from Hong Kong people to people in community of Hong Kong / Hong Kong Community,
           + from tech counselor to tech facilitator.
         * Members also appreciated for the data driven approach for facilitate NGOs planning strategy, but shall add this point under the strategic pillar – tech enablement.
         * Cliff thanked for the comments from members and summarized the overall strategies. He added that the all strategies shall be discussed with HKCSS colleagues and then go into the systematic planning process. In this scenario, macro level cross-sectoral collaboration will be the important element and HKCSS shall review all teams / committees if any re-constructed / re-formed actions are needed for driving the special agenda for society.
         * Members agreed the re-construction actions are required and understood some teams / committees are not easy to re-construct because of their professionalism. Members also suggested to invite different parties from different professional positions.
         * Cliff thanked for the supports from members and will discuss with McKinsey and colleagues.
4. **Progress report**
   1. Caring Company Scheme

* Wendy reported that the exhibitor application deadline of Caring Company expo will be on 3 December 2021.
* PROcruit C is a CSR and traineeship programme for empower graduates to start a career in different professional sectors as well as building the pathway for the young talents. The webinar will be conducted on Dec 10, 2021 for discussing the ESG development in different professional sectors. Apart from the corporate sector, if social service sector would like to explore on how ESG works, agency can communicate with CCS team directly.
* Two vetting process has been completed for the HKEX and China Merchants Foundation funding scheme. Both scheme targeted for non-subverted organisations and funders also planned to re-current the funding scheme in the coming future.
  1. Corporate Communications
* Eddie mentioned that the team was fully occupied for the promotion, interview and media communication for GIES, Age at Home as well as the Gerontechnology Platform in the past few month. The promotion will re-start again next year.
* RTHK reviewed the video from HKCSS channel regarding elderly topic and they planned to conduct the re-shooting again. It was good to conduct the re-shooting from other media views apart from HKCSS and expected 10 episodes in total for drawing public awareness. The team is now communicating with RTHK on collecting information and will contact NGO partners when needed.
* [2021 Legislative Council (Social Welfare Functional Constituency) Election Forum](https://www.hkcss.org.hk/2021-legislative-council-social-welfare-functional-constituency-election-forum/?lang=en) will be conducted on Dec 4, 2021, aimed to facilitate stakeholders in the field to understand the candidates and their views more and total 30+ participants enrolled.

1. **AOB**

Without any other business, the meeting was adjourned at 12:05pm.

1. **Date of remaining 3 meetings of this term**

The next meetings will be held on 25 March 2022, 10.00 am. The rest two sessions shall be discussed in the next meeting.