

THE HONG KONG COUNCIL OF SOCIAL SERVICE

Standing Committee on Public Engagement and Partnership

Minutes of the 3rd Meeting for the Year 2022/23

Date: July 11, 2023 (Tuesday)
Time: 09:30am – 11:00am
Venue: Rm 203, 2/F, Duke of Windsor Social Service Building
15 Hennessy Road, Wan Chai, HK

Present:

Ms NG Suk Ling, Angel (Chairlady)	The Boys' Brigade, Hong Kong
Ms. CHAN Ching Yee, Susan (Vice-Chairlady)	Hong Kong Association of Gerontology
Ms. CHAN Fung Man, Angel	Christian Family Service Centre
Ms. TSE Ho Yi, Apple	Hong Kong Christian Service
Ms. LING Ching Yin, Alice	Hong Kong Red Cross
Ms LEE Mee Ling, Louisa	Hong Kong Sheng Kung Hui Welfare Council
Ms CHEUNG Wing Suet, Wendy	St. James' Settlement
Ms. WONG Sau Yee, Carrie	The Hong Kong Federation of Youth Groups
Mr. LI Man Chau, Justin	Airport Authority Hong Kong
Ms. LEUNG, Joyce	Individual capacity
Mr. WONG Chi Kit, Schwinger	Evangelical Lutheran Church Social Service – Hong Kong

Apologies:

Ms. HUI Ching Man, Jasmine	Kai Tak Sports Park Ltd.
Mr. LEE Pui Tak, Peter	Kerry Holdings Ltd.

In Attendance:

Ms. Jessica TAM	Business Director, HKCSS
Ms. Christine KWAN	Head of Impact Giving, Co-Creation
Ms. Wendy LUK	Head of Stakeholders Engagement, Co-Creation
Ms. Sally Lo	Head of Solutions Hub, Co-Creation
Mr. Eddie TSANG	Senior Manager, Corporate Communications
Ms. Samantha CHUNG	Manager, Stakeholder Engagement, Co-Creation
Mr. Keevin POON	Manager, Stakeholder Engagement, Co-Creation
Ms. Winnie WONG	Manager, Impact Giving, Co-Creation
Mr. Jim CHEUNG	Manager, Solutions Hub, Co-Creation
Ms. Kandy YAU	Manager, Solutions Hub, Co-Creation
Mr. Woody YUEN	Manager, Solutions Hub, Co-Creation -Recorder

1. Updates

Regarding the government's consultation on regulating crowdfunding activities, Jessica informed that HKCSS has submitted a written response before the consultation deadline. However, as of now, no additional response has been received from the government.

Wendy provided an update on the revamp of the Caring Company Scheme. A third-party consultant will be appointed to review the Scheme and provide further directions. On administration, several actions will be implemented in the upcoming months. These include transitioning to e-application, incorporating the usage of a chatbot, and engaging an outsourced agent to answer enquiries.

2. Endorsement of Minutes of the last meeting held on March 15,2023

The minutes of the previous meeting held on March 15, 2023, were adopted.

3. Sharing and discussion Item

3.1. Co-creation team new Logos and Publicity plan

3.1.1. Wendy presented the new logos for Co-creation during the committee meeting. These logos are designed to be utilized for various publishing purposes, including websites, publications, and social media. Additionally, the Co-creation team has planned to release an EDM every three months to actively promote their work. This EDM will serve as a means to raise awareness about the initiatives undertaken by the Co-creation team. Furthermore, the Co-creation team is actively sharing information through the HKET platform CSR TIMES. In each issue, the team carefully selects a different social agenda and highlights it through a series of articles, stories, and advertisements. The objective is to enhance public awareness and understanding of the specific issue being addressed.

During the meeting, several committee members raised concerns regarding the effectiveness of the current approach and proposed a more targeted strategy for agenda advocacy and publicity activities. Their suggestions highlighted the significance of identifying specific audiences to yield better results. Considering the substantial resources involved in agenda advocacy, the committee members advised the team to adopt a focused and strategic approach.

3.2. 2024 HKCSS Convention cum Social Impact Expo

3.2.1 Jessica provided an update to the committee regarding the upcoming 2024 HKCSS Convention cum Social Impact Expo, scheduled to take place on May 2nd and 3rd, 2024 at the Hong Kong Convention and Exhibition Centre. Previously, the Expo has focused

on the partnership between Caring Companies and social service organizations. Moving forward, the HKCSS Convention cum Social Impact Expo will be transformed into an annual event that involves a broader range of stakeholders from various sectors in society and covers more social agendas.

3.2.2 Committee members generally supported the changes. They acknowledged the intricate nature of social issues and emphasized the importance of cross-sector collaboration to foster innovative solutions. However, during the discussion, they also shared their opinions and provided suggestions regarding the content design, which include:

1. During the discussion, some committee members shared their concerns about pitching sessions in the event. They expressed the view that such sessions might provide certain advantages to larger organizations due to their greater resources and stronger background, potentially creating an uneven playing field. In contrast, smaller organizations, despite having innovative ideas, could face disadvantages in such situations. In light of this, the committee recommended that event organizers prioritize fairness and inclusivity when designing these activities.
2. Certain committee members raised concerns about the "project-based" application approach. They highlighted that this criterion might inadvertently exclude organizations that do not have a significant number of ongoing projects seeking external partnerships. Furthermore, some organizations may prioritize promoting values or advocating policies over project-based work, and the emphasis on projects as a participation criterion could discourage their involvement. Considering these concerns, the committee recommended that HKCSS prioritize enhancing the quality of exhibition content rather than changing the vetting criteria. This approach aims to avoid negative feedback from the sector while ensuring a diverse range of organizations can participate.
3. Several committee members have expressed their belief that WAPS should be held as a separate event from the Expo. They highlighted that the atmosphere and objectives of the two events differ significantly, and combining them may not lead to the optimal outcomes for both. There is a concern that the

unique qualities and goals of each event could be overshadowed or diluted by the combination.

3.3 Jessica expressed appreciation for the valuable input shared by all committee members. She assured the committee that she would discuss them thoroughly with her team.

4 Teams' Reports

4.1 Impact Giving

Christine updated on the team's progress. During the first and second quarters, four funding schemes had been handled including HSBC, HKEX, SIE, and LINK. The team has successfully received over 500 applications. It was observed that the majority of the proposals centered around youth engagement or mental health initiatives, while proposals specifically related to sustainable development or environmental protection were comparatively less common.

4.2 Stakeholders Engagement

Wendy reported on the ongoing revamp of the Caring Company Scheme. Given the scheme's long-standing operation, it is anticipated that some time will be required for our partners to adapt to the new arrangements. Details of the revamp exercise will be shared in the next meeting.

4.3 Solutions Hub

Sally mentioned that the team has successfully published the Guideline of Care Food Standard. This comprehensive guideline is intended to serve as a reference for the wider community and can be utilized in various care food-related contexts. Additionally, the team has organized several care food tasting events, inviting representatives from different sectors to experience the Care food project firsthand. In line with expanding the reach of the Care food project, discussions are currently underway with the Hospital Authority's New Territories West Cluster. The aim is to introduce the Care food project to hospitals, making it more widely accessible and accommodating the needs of patients and healthcare facilities.

Regarding the projects focused on youth and talent development, the team is currently in the process of preparing a range of scholarships and activities for the current year. Besides, the team is actively reviewing and preparing future plans for the NGOs Changemakers project, a project which aims to empower middle-level NGO workers.

4.4 Corporate Communications Team

Eddie highlighted the work of the Corporate Communications team, include the successful release of the following projects:

- 香港獨居、雙老長者的身心健康與運動習慣研究 Study on Well-being and Exercise Pattern of Singletons and Doubletons Elderly in Hong Kong
- 「基層幼兒母親身心健康狀況研究調查」 Study on Physical and Mental Health of Mother Caring for Aged 0 to 6 Children
- 「基層婦女就業參與度研究」 Research on the Labour Force Participation of Grassroots Women
- 「照護食標準指引」 Guideline of Care Food Standard

Responding to the following social issues

- Mental Health Tragedy, Carer & Ethnic Minorities Support Services

Branding initiative:

- Liaised news media on personal interview of welfare professionals, NGO heads such as CEO of HKCSS, SRACP, Lok Sin Tong and a EM frontline worker were featured in East Week.

5. A.O.B

Nil

6. Date of Next meeting

The next meetings will be held on Oct 17, 9:30 - 11:30am