

THE HONG KONG COUNCIL OF SOCIAL SERVICE

HKCSS 2021-2022 Core Business Plan: Strategic Areas and Key Social Development Agenda & Objectives

STRATEGIC AREAS	KEY SOCIAL DEVELOPMENT AGENDA AND OBJECTIVES	DELIVERABLES AND IMPACT
<p>A. POST-PANDEMIC COMMUNITY RECOVERY – Mobilise cross-sectoral and community efforts to restore community strength and mutual help network, and advocate for policy response to social needs arising from the pandemic</p>	<p>1. Engage NGOs, corporations and foundations in community recovery efforts</p>	<ul style="list-style-type: none"> – To build NGO networks in districts and mobilize community resources to address identified community needs such as poverty, unemployment, child education and development, and psychological support for elderly people. – To enlist corporate contributions to community recovery and longer term efforts in addressing key social needs through mobilizing corporate resources, volunteer participation and partnership with NGOs.
	<p>2. Study the employment situation of the labour force and PWDs, promote employment opportunities and advocate employment enhancement and protection policies</p>	<ul style="list-style-type: none"> – To study the employment and unemployment situation as a result of the pandemic, understand the needs of young unemployed adults, and advocate policy recommendations. – To raise public awareness of the unemployment situation of people with disabilities through conducting a survey study, and promote employment opportunities by organizing a job fair and other training programmes.
	<p>3. Advocacy of enhancement of psychosocial support for people with mental health needs</p>	<ul style="list-style-type: none"> – To address mental health needs of the public through the Time to Heal Project, including emergency psychological and psychiatric support to service users, capacity building programs for care professionals, with an aim to rebuild family and social cohesion. – To engage operators of children and youth services through focus group sessions, and to have dialogues with mental health professionals, so as to understand the situation of children and youth with mental health issues, their psychosocial needs and existing

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		service gaps, and to make recommendations on improvement of existing services.
B. AGENDA SETTING - Set social agenda and advocate for policy/service response and change actions, through identifying and analyzing the “pulse” and “needs” of society gathered from the sector, and engaging key stakeholders in partnership platforms for joint actions.	1. Develop and advocate a comprehensive carer-centered policy and service support to carer	<ul style="list-style-type: none"> – To identify the service needs of carers, engage stakeholders in the development of a holistic carer policy, and advocate new initiative by promoting service and community support to carers. – To launch carer month 2021 and a media campaign on community resources such as respite services in the community.
	2. Advocacy of case management and a seamless network of community care services	<ul style="list-style-type: none"> – To identify existing practices and key issues in the development of case management, organize sharing forum with different service providers and build consensus on the direction in promoting case management.
	3. Conduct surveys on the quality of life of tenants of sub-divided units and advocate long-term policy and services	<ul style="list-style-type: none"> – To conduct four phases of survey targeting at about 20,000 households of sub-divided units focusing on 4 different aspects of quality of life (housing conditions, social exclusion, health, and family/community relationships). – To enrich public understanding of the quality of life issues of households of sub-divided units and their needs arising from poverty, and to set advocacy agenda on long-term policy and service.
	4. Develop and promote a local guideline on care food standard	<ul style="list-style-type: none"> – To develop a local guideline on care food standard with CUHK and HKU, which will be promoted to industry players and users, and to build a vibrant care food ecosystem by engaging different stakeholders.

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		<ul style="list-style-type: none"> – To organize publicity events and capacity building programs to raise public awareness on care food and build up capacity of service providers as well as individual caregivers.
	5. Implement NGO Innovation Hub to consolidate community development practices across different service settings	<ul style="list-style-type: none"> – To organize a series of learning workshops organized to equip NGO practitioners with knowledge of program planning and implementation of community development practice in line with international standards, publish e-newsletter to disseminate practice insights, and to raise the sector’s awareness of cross-learning and effective collaboration among NGOs. – To form co-learning circle among 10 selected HSBC Community Partnership Projects for mutual learning and resources sharing, supported by ongoing consultation provided by strategic partner (HKBU), so as to enable NGOs to consolidate their practice experience.
	6. Launch two new modular housing projects and provide support to NGOs running transitional housing projects	<ul style="list-style-type: none"> – To engage NGos to implement two new modular housing projects in Shum Shui Po and Kwai Chung, so as to provide affordable and decent housing for the grassroots. – To maintain the intermediary platform established in past years to provide support to existing projects and other NGOs in the development of new social housing projects.
C. INNOVATION AND TECHNOLOGY -	1. Promote innovation and technology adoption to enhance the well-being of the ageing population and PWDs in Hong Kong	<ul style="list-style-type: none"> – To implement the Jockey Club “age at home” Gerontech Education and Rental Service to provide affordable aids to elderly people living in the community so as to facilitate ageing at home, and provide

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<p>Promote innovation and technology application in social services in order to raise the quality of life of Hong Kong people and families, and specifically enable Hong Kong and the welfare sector to be better prepared for population ageing.</p>		<p>education and training programmes on gerontechnology targeting at the general public, carers and care professionals.</p> <ul style="list-style-type: none"> – To organise Gerontech and Innovation Expo cum Summit to showcase new technological solutions for raising the quality of life of elderly people and people with disabilities, and to promote the applications of technology in care industries.
	2. Foster an ecosystem and cross-sector collaboration via the Gerontechnology Platform	<ul style="list-style-type: none"> – To engage stakeholders and players in the gerontechnology ecosystem through the development of the Gerontechnology Platform, so as to shape an environment conducive to cross-sector collaboration in technology innovation, development and adoption. – To establish a testing ground with a standardized protocol to facilitate technology adoption in the field.
	3. Install a digital social service platform to support digital transformation of NGOs under the new normal	<ul style="list-style-type: none"> – To collect and analyze functional needs and develop prototype for pilot run and proof of concept, with an aim to install a common IT platform for sharing information and resources to support the digital transformation of NGOs and pave way for service data sharing in the long run for better service planning.
	4. Develop an IT security practice guide and promote to NGOs	<ul style="list-style-type: none"> – To prepare an IT Security Practice Guide with toolkit and organise seminar/training for introducing IT security practices and guidelines, so as to raise NGOs' awareness on IT security and promote overall IT security of the Social Service sector.
	5. Incubate and promote social innovation projects of the Government's Social Innovation and Entrepreneurship	<ul style="list-style-type: none"> – To offer intermediary support to the 2nd batch grantees of Social Innovation and Entrepreneurship Development Fund (SIEF) grantees and test out new support services, including enhanced consultancy

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	Development Fund	<p>support.</p> <ul style="list-style-type: none"> – To complete pilot impact assessment studies for 6 selected SI projects and organise a social media campaign to promote projects of SIEF grantees.
<p>D. SECTOR CAPACITY BUILDING - Enhance capacity of the sector to become a responsive, accountable, effective and engaging platform for social change; develop exchange and knowledge sharing platforms for (i) the board and senior management of NGOs and (ii) smaller and/or new NGOs.</p>	<p>1. Develop resources on governance and implement Governance Health Programme 2021</p>	<ul style="list-style-type: none"> – To promote better governance practices in the NGO sector through implementing the Governance Health Program 2021, engaging related professionals and providing capacity development programmes, developing tools on various governance topics, and maintaining the governance knowledge portal.
	<p>2. Release of a welfare sector profile to promote public understanding of the sector's efforts and contributions</p>	<ul style="list-style-type: none"> – To conduct a data collection and mining exercise so as to prepare a database and a written report on figures and statistics of the Agency Members Profile, with an aim to enhance stakeholders' understanding of the welfare sector's efforts and contributions in addressing different social issues and to promote the image of the welfare sector as a vibrant and proactive profession in building a better society.
	<p>3. Build capacity of small/non-subvented NGOs through Project Star</p>	<ul style="list-style-type: none"> – To organise training programmes and skill-based consultation services on different aspects such as transparency and accountability, accounting, IT development and marketing, so as to enhance the capacity of small/non-subvented NGOs. – To arrange exchange sessions for NGO leaders on selected topics, so as to build communication platforms and facilitate exchanges and collaboration among small/non-subvented NGOs and multi-stakeholders including mainstream NGOs, foundations, corporate partners, etc.

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	<p>4. Organise a corporate community partnership conference</p>	<ul style="list-style-type: none"> – To organise a conference, as a prelude to the 20th anniversary of Caring Company Scheme, to engage management executives of Caring Companies and NGOs and consolidate previous experience of cross-sectoral partnership development
	<p>5. Launch Executive Leadership Development Programme III</p>	<ul style="list-style-type: none"> – To implement the 3rd Executive Leadership Development Program (ELDP III) with about 25-30 participants who are senior NGO executives, so as to build NGO capacity and develop a new NGO leadership team, promote peer learning and sharing, and formulate a closer network of NGO senior management personnel.
<p>E. EFFECTING CHANGES - Strengthen the capacity and build a clear image /branding of the HKCSS in order to make it more effective in effecting social change.</p>	<p>1. Revamp external communication channels such as HKCSS Channel and EDM</p>	<ul style="list-style-type: none"> – To revamp HKCSS Channel and EDM with a new design and more diversified contents, and to expand viewership and reach by 15%. – To produce a new corporate video and a new corporate brochure to introduce recent development of HKCSS and to facilitate cross-sectoral collaboration.
	<p>2. Conduct membership feedback survey to collect views on future direction and strategy</p>	<ul style="list-style-type: none"> – To conduct a questionnaire survey and focus group sessions in order to gather Members' feedback on the work of HKCSS in the areas of Strategic Objective of the HKCSS for 2017-2022 and to collect views on future direction and strategy for the HKCSS in the coming years, and suggested initiatives of Council's 75th Anniversary. A written report on survey results with analysis will be prepared.
	<p>3. Implement a social innovation competition for HKCSS staff with learning opportunities</p>	<ul style="list-style-type: none"> – To organise a social innovation competition for HKCSS staff to encourage colleagues to understand social needs and develop innovative solutions addressing such needs. Training and exposure opportunities would be arranged before and after the competition.

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		<ul style="list-style-type: none"> – To organize staff development programmes, leadership trainings and sharing session and promote cross-team collaboration and knowledge sharing at different levels.
F. Initially Planned Programmes for 75th Anniversary of HKCSS.	1. 75th Anniversary HKCSS Convention with different themes including philanthropy, governance, social innovation, etc.	<ul style="list-style-type: none"> – To engage social welfare sector and stakeholders to identify key social agenda for future social welfare development in Hong Kong, and to showcase and deliberate innovative service ideas, interventions and their social impact. – A whole day Convention will be held in conjunction with the Caring Company Partnership Expo.
	2. 75th Anniversary commemoration publication and logo	<ul style="list-style-type: none"> – To formulate a communication plan and raise public awareness of the Council’s new services and strategic directions.
	3. 20th Anniversary Caring Company Partnership Expo, and documentary on corporate –NGO collaboration	<ul style="list-style-type: none"> – To organise a Partnership Expo and a Caring Company Award Presentation Ceremony. – To engage the business sector in the HKCSS Convention to promote exchange of views and insights between corporate and welfare sectors. – To engage an electronic media to produce a series of documentary to introduce the collaborated efforts of business and social service sectors in addressing social needs and nurturing younger generations.
	4. Consultancy study on future strategies of HKCSS	<ul style="list-style-type: none"> – To conduct a consultancy study and engage different stakeholders including members, collaborators, corporations, foundations, and government officials, in order to propose future strategies of HKCSS in facing rapid political, economic, social and technological changes.

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		<ul style="list-style-type: none"> – The study will also look into the partnership between HKCSS and the corporate sector and funders / foundations over years, to examine critical success factors and impact created, and to identify future strategies.
	5. Social well-being index of Hong Kong	<ul style="list-style-type: none"> – To develop a tool to assess, measure and understand the status of social well-being of the people of Hong Kong, to identify the factors constituting to the status, and to advocate service and policy response.
	6. Release of Welfare Sector Key Contribution of Agency Members of the Council	<ul style="list-style-type: none"> – To prepare a set of materials (e.g. infographic) illustrating the development of the welfare sector and its contributions to the society. – To organise a series of roundtable discussions organized, with the aims to generate insights from report findings and to bring people together to network, collaborate, and create meaningful connections between multi-stakeholders / professionals.
	7. Gerontech and Innovation Expo cum Summit	<ul style="list-style-type: none"> – To organise GIES to introduce new technological solutions to elderly and rehabilitation, and to promote exchange and collaboration between welfare and other sectors.
	8. Engagement of funders and partners in piloting a telepractice project in elderly and rehabilitation service settings	<ul style="list-style-type: none"> – To start a pilot project and engage NGOs and service users to examine the feasibility of developing a joint platform for providing training and rehabilitation programmes to elderly people and PWDs at home.

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	<p>9. Public engagement event on care food to encourage mutual support among caregivers</p>	<ul style="list-style-type: none"> – To promote care food as an integral part of caregivers’ support service, equip caregivers with the skills and knowledge of preparing care food, and facilitate mutual support among caregivers. – To organize large-scale public engagement events on care food (e.g. food testing).
	<p>10. International Day of Disabled Persons 30th Anniversary Celebration</p>	<ul style="list-style-type: none"> – To organize events and activities with full support of 18 district Councils and promote social inclusion by engaging the business sector. – To increase public awareness, understanding and acceptance of people with disabilities.

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