

# 主席的話

## Chairman's Foreword

2016-2017年是本會經歷夢想與蛻變的一年。依照本會2014-2018年的策略計劃，我們在2014年先把七十多項服務歸納為十個核心服務和二項特別服務，並為每項服務定下方向和工作計劃。去年，我們繼續探討機構整體服務的定位。對於一個多元化社會服務機構來說，要訂立一個簡單清晰又能得到全機構上下都明白認同的服務理念和方向，是一件很有挑戰性的工作。經過一番探索，我們決定把整體服務定位為「建設一個更美好的城市」(Services for a Better City)，以顯示我們對服務香港社會的承擔。在這一個定位下，每一項核心服務都肩負任務，分別推動一項美好城市的社會價值，包括：「愛家」、「夢想」、「護老」、「關愛」、「希望」、「豐盛」、「健康」、「共融」、「宜居」、「公義」、「進步」和「卓越」。我們從城市的建設為起點，由外而內引領我們的工作，確保服務能夠持續與時並進。

在確定整體服務定位後，我們採納了品牌顧問的建議，以「未來城市·城市未來」作為機構服務的新形象，並且在2017年3月開始推出一連串的新形象推廣活動。

配合新的服務定位，本會在2016-2017年開展了多項以城市為焦點的創新服務。其中，「長者社區服務」於2016年中易名為「50+悅齡服務」，以新思維推動年長人士保持健康及持續參與，展現精彩人生下半場。50+悅齡服務舉辦了第一屆「HK50+我最喜愛品牌選舉」，由兩萬多位年齡超過五十歲的朋友在網上選出心中喜愛的品牌，希望藉此發揮用家力量，讓工商界朋友更關注年長人士的需要。選舉活動獲得過百公司品牌參與，並在2016年12月舉行了隆重頒獎儀式。此外，多個核心服務亦在社區層面嘗試新服務模式以建立社區資本。其中50+悅齡服務在觀塘區推出「躍動觀塘健步行」計劃，讓長者在社區尋找多條「好行、易行」的步行路徑再配合手機應用程式加以推廣，為建立長者友善社區行出一步；長者照顧服務則推行一項「『腦』友鄰舍守護計劃」，透過組織社區內商戶及義工的支援網絡，成立「社區守護員」，在四彩區建立一個認知障礙症友善社區。精神健康服務則推動「精神健康校園約章」運動，與學校攜手建立正面校園文化。

在環保工作方面，繼2015年初開始營運首個社區環保站「綠在沙田」後，我們於2016年9月成功

The year 2016-2017 was the year of making dreams come true and a transformation for CFSC. According to the Strategic Plan 2014-2018, we re-grouped the seventy service units to form ten core services and two special services in 2014 with new directions, new positioning and work plans. Last year, we proceeded to explore the positioning of the whole organisation. For a multi-services organisation like CFSC, to formulate a clear, concise and easily understood vision is both a necessity and a challenging job. After thoughtful discussion and consideration, we set our new position which could be easily understood with a slogan 'Services for a Better City' to indicate our commitment to serve the Hong Kong City. With this positioning, each core service was tasked to live out one of the twelve key social values which will make the City a better place to live. The chosen key social values are 'Love Your Family', 'Dream', 'Care for Elders', 'Caring', 'Hope', 'Flourishing', 'Health', 'Social Inclusion', 'Livable City', 'Justice', 'Advance' and 'Excellence'. These key social values were set to become parts of our vision seeing from outside in to guide our work and keep us connected with the City's fast pace development.

After confirmation of the service positioning, we adopted branding consultant's proposal to use the theme 'Future City - City's Future' for a service re-branding campaign starting to be launched from March 2017.

Aligned with the new positioning, innovative initiatives focused on city-wide impact were formulated by different core services in 2016-2017. The Active Ageing Services have changed its Chinese core service label to '50+悅齡服務' in mid-2016 to include those service users at the age of fifty and to provide services with a new thinking to help those 50+ to stay healthy, active and participative in the second half of their life. The Active Ageing Services organised the first 'HK50+ Award' with which more than 100 product brands from more than twenty categories were rated by 20,000 online 50+ voters. It is hoping that with the power of consumers' choice, the commercial sector will devote more attention to the design of services and products to address the needs of the older persons. A grand 'HK50+ Award' presentation ceremony was organised in December 2016. Apart from this city-wide project, there were other projects being carried out to create capacity building impact at community level. For instances, the Active Ageing Services championed a 'Walking Kwun Tong for Active Ageing' which allowed the elderly persons to identify some 'good walking routes' in Kwun Tong District and to promote the routes through a featured mobile apps. The project intended to improve the walkability of the community ultimately. Another project was to train volunteers in the Four Choi area (a cluster of housing estates) to become 'Neighbour Angel' to support the people with dementia and their family carers in the district and to make the Four Choi area a Dementia Friendly Community. The Mental Health Services also launched a

投得另一個社區環保站「綠在觀塘」的營運合約，並於2017年1月投入服務。在學前服務方面，教育局於2017年2月推薦本會營運安達邨一所新幼稚園，預計最遲於2018-2019學年投入服務。

服務增長也表示員工要承擔更大的工作挑戰。關顧員工變得越加重要。過去幾年本會從多方面關心員工的士氣，定時檢討員工的福利和適時推出家庭友善政策，例如推行彈性上班時間，方便員工承擔家庭責任等。2016年10月，本會再次獲得家庭議會頒發為「2015/16年度家庭友善僱主」及「2015/16年度傑出家庭友善僱主」獎項，表揚本會在推行家庭友善政策的表現。此外，本會亦於2017年1月改善強積金計劃，僱主的供款由5%視乎員工的年資逐步增加至最高10%，以改善員工的退休保障。

本會能夠有今天的成就，實在是有賴前人及社會各界人士多年來之鼎力支持。本人在此謹向各政府部門、各慈善基金、區議會、諸位善長、贊助團體、義工團體、各輔助專業人員和義工等衷心致謝。本人對董事會全人之支持亦銘感於心。最後，本人謹向全體員工致謝，藉各人的委身及熱誠，使本會服務得以向前邁進。



'Mental Wellness Charter for Children and Adolescents in Hong Kong' Campaign to build positive cultures in schools collaboratively with the school management.

In the area of Environmental Protection, after we have operated the Sha Tin Community Green Station for nearly 2 years since early 2015, we were again successful in bidding the contract to operate the Kwun Tong Community Green Station. The Kwun Tong Station commenced service in January 2017. In pre-school services, we were recommended by the Education Bureau in February 2017 to operate a new kindergarten at On Tat Estate. It was estimated that the new kindergarten will provide service in the 2018-2019 school year.

As CFSC has grown bigger and with staff shouldering more responsibilities, the morale of staff has been the Board's major concern. We regularly review staff benefits and policies to ensure that our staff's concerns were properly addressed. For instance, we have implemented the flexi-hour policy for some years so as to allow staff more flexibility to fulfill their family responsibilities. Probably because of this, in October 2016, we were awarded by the Family Council as winner of the 2015/16 Family-Friendly Employer Award as well as the winner of the 2015/16 Distinguished Family-Friendly Employer Award. To further improve the staff's retirement protection, we have enhanced the Mandatory Provident Fund Scheme in January 2017 by improving the Employer contribution percentage from 5% gradually increased to 10% depending on the years of services.

I felt grateful to many who have contributed a lot to the development of CFSC. In particular, I would like to thank the government bureaux and departments, the various charities trusts and foundations, District Councils, generous donors, sponsoring organisations, volunteer organisations, auxiliary professionals and volunteers. Lastly, I would like to thank my colleagues in the Board for their trust and support, and all the staff for their untiring devotion which has enabled CFSC to continue to move forward.

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