

願景 Vision

讓長者可隨心選擇在社區過著有素質的晚年生活 To enable the elderly to live a quality live of their own choice in the community

使命 Mission

致力透過科技應用,以人為本的服務及創新的手法,提升長者社區生活的素質

To enhance the living quality of the elderly in the community through the use of technology, peopleoriented services and innovative methods

價值觀 Values

以人為本(重視每個人的生命價值及尊重個別之差異)

People-oriented (Emphasise on the value of lives and respect the differences of each individual)

重視長者(重視長者之權利,需要和生活素質,讓他們活得精彩)

Value the elderly (Value the rights, needs, and living quality of the elderly, and to enrich their lives)

企業養福利(以社會企業之自負盈虧運作模式,使社會福利獲得更多資源)

Cultivating welfare (Operate as a self-financing social enterprise, providing more resources to social welfare)

重視創新理念(鼓勵創新理念,結合應用於長者服務中)

Value innovative ideas (Encourage innovative ideas and its application to elderly services)

伙伴協作(與各界攜手,鼓勵合作和多元發展,全面照顧長者的需要)

Partnership (Encourage collaboration with different entities and diverse development, attend to all needs of the elderly)



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長者安居協會簡介

About SCHSA

長者安居協會於 1996 年成立,是自負盈虧的社會企業及非牟利慈善團體,本著以「企業養福利」、以人為本的服務及科技,提昇長者於社 區生活的素質,將平安延伸至社會每個角落。

除了香港人熟悉的「平安鐘®」服務外,近年協會為回應新一代銀齡人士的需求,積極拓展如「隨身寶®」、「平安手機®」、「智平安®」、 「e 体健」護士關懷等,整合成一整套完善的「平安服務」,令長者無論身處家居或外出活動,都可使用協會直接管理的 24 小時呼援及 關懷服務熱線中心的優質服務。此外,協會亦積極建構跨界別的社區參與平台,透過建立全亞洲首創的「賽馬會『生命.歷情』體驗館」、 推出「長者生命故事」個人化印書服務及「愛. 留聲」心聲輯錄服務,務求以全新角度,促進建構長者友善及跨代共融之社區。

協會把公眾籌款及收入盈餘撥作支援「平安鐘」及「隨身寶」慈善計劃個案及相關之服務發展用途,讓有需要人士免費使用緊急支援及 閣懷服務。

協會曾代表香港榮獲 2010 年聯合國世界信息峰會-移動通訊共融組別大獎、2010 年環球資訊及通訊科技卓越成就獎、2009 年度社會企業獎及 2005年亞太區最佳非政府機構等重要獎項。協會亦於 2014年成為首批獲頒全港第一屆社企認證標誌的本地社會企業之一(創越級組別*)。

*「社企認證標誌」分為四個級別 - 創啟級:營運不超過 2 年 ; 創建級:營運不超過 3 年 ; 創進級:營運超過 3 年 ; 創越級:營運 5 年或以上。



主要服務

Core services

平安服務 Call and Care Service

「平安服務」包括室內使用的「平安鐘®」、 用於室外的「隨身寶®」、「平安手機®」 及「智平安®」。「平安服務」使用者只需 按動「平安掣」,即可接駁至 24 小時平安 服務熱線中心,由平安服務專員、註冊護 士及社工所組成的專業團隊,為使用者提 供全面支援及關顧服務。

此外,協會近年積極將以往被動的服務模 式,改為提供主動全面支援的多元化服務。 由室內到戶外的呼援及關懷服務,以致監 察長者健康數據,協助長者健立良好生活

「平安服務」的收入盈餘及公眾人士捐款, 均撥作支援慈善計劃個案,資助有經濟困 難的長者及有需要人士免費使用「平安鐘」 及「隨身寶」服務;而現時受慈善計劃資 助的人士約有一萬人。



Call and Care Service includes Personal Emergency Link, Mobile Link, Safety Phone, and e-Care Link Mobile App. Operating under the philosophy of "Assistants Just One Button Away", whenever in need, user simply press the "Safety Button" on the main units and then will be connected to 24-hour Call and Care Service Centre for timely assistance offered by operators, registered nurses and social workers.

Besides, we pledge to evolve from adopting reactive operation model in the past, to provide proactive care to the service users by monitoring health figures of the elderly in the community.

In the case of any abnormalities in the health figures, nurses will initiate follow-ups with the concerned service users, to provide health consultation so as to nurture a good living

We also run charitable programmes with operating surpluses and public donation for supporting the people who are less affluent to use Personal Emergency Link and Mobile Link services for free. The number of current SCHSA Charitable Programmes beneficiaries is approximately 10,000.

Founded in 1996, Senior Citizen Home Safety Association (SCHSA) is a self-financing social enterprise and charitable organisation in Hong Kong that offers 24-hour personal caring and emergency assistance services to elderly and others in need, with the mission to enhance the living quality of the elderly in the community through the use of technology and people-oriented services.

We are believers in technology, leveraging ICT advancements to establish efficient, cost-effective service platform that provides territory-wide service to our users. In recent years, we have developed a series of Call and Care Service - including Personal Emergency Link Service, the award-winning Mobile Link Service, Safety Phone Service, and e-Care Link Service, as our continuous effort to enhance the living quality of the elderly in the community, extending the specialised SCHSA Call and Care support from indoor to outdoor environment.

As an important milestone of our advocacy to change the negative perception of old age amongst the younger generations, Asia's first interactive experience centre with the theme of "life journey" was established in late 2013. Since its opening, Life Journey Centre has received thousands of local and overseas visitors from schools and universities. NGOs, and government bodies. We also launched two new community engagement programmes, Life Book Personalised Printing Service and "A Message for My Beloved" Recording Service. Through the community engagement platform, we aim to connect the young and old, to create an elderly-friendly society in a new perspective.

We solicit sponsorships, donations from the general public and operation surplus to support the provision of life-long free Personal Emergency Link and Mobile Link services to the elderly who are in financial difficulties and others in need.

The contribution of SCHSA has been recognised locally and worldwide. Key awards won by SCHSA include United Nation's World Summit Award Mobile 2010: m-Inclusion & Empowerment, Grand Prize of The Digital Opportunity Award, 2010 WITSA Global ICT Excellence Awards, 2009 Regional Social Enterprise Award and 2005 Asia Pacific NGO Award. In 2014, SCHSA Call and Care Service was amongst the first twenty social enterprises in Hong Kong to be accredited with the 1st Social Enterprise Endorsement (SEE) Mark (Advanced Endorsement).

*Four categories of "SEE" Mark - Incubating Member: Operated less than 2 years; Start-up Member: Operated less than 3 years; Intermediate Member: Operated more than 3 years; Advanced Member: Operated more than 5 years.



管家易」服務 EasyHome Service

致力為銀齡人士提供各項優質家居照顧服務, 切合他們不同需要。服務包括居家安老策劃、 離院特別照顧、長者家居照顧、長者家居復康 訓練及家居支援服務。

Provides high quality, reliable and comprehensive home care services for the silveraged group and their families. The services include integrated discharge support, home care planning, recovery training at home, household supporting and caring services.



賽馬會「生命・歴情」體驗館 Jockey Club Life Journey Centre

年輕一代重新思索何謂「年青」、「年老」, 學懂珍惜身邊的人和事,積極面對人生,並提 升對身邊長者的尊重。

全亞洲首創,透過 60 分鐘的互動歷程,引發 Asia's first interactive experience for participants to have reflection on the concept of "Young" and "Old", when all of us are going through the same life journey, leading to have positive views on life and ageing.



老友網 Silver Age Club

專為長者及關心長者人士而設的免費網上資訊 及分享平台,讓喜愛科技的會員自由分享不同 資訊及生活經驗;老友網會員亦可參加不同創 新有趣的工作坊及活動,享受精彩人生。老友 網旗下亦開展「長者生命故事」個人化印書服 務及「愛・留聲」心聲輯錄服務,為香港長者 記載生活智慧,承傳代代香港人的真摯故事及 時代見證。此外,老友網組織一群活潑好動、 熱愛拍攝活動的銀齡人士組成「銀齡製作室」, 製作不同類型的創新短片及微電影。

Free online social network platform for techsavvy seniors and their carers to share bits of life and leisure information. Silver Age Club members could enjoy various innovative workshops and activities. Silver Age Club initiated "Life Book -Personalised Printing Service for Seniors" and "A Message for My Beloved - Recording Service", to record precious memories, wisdom and life



experiences of Hong Kong seniors. Also, a group of active, photography-maniac seniors formed "Silver Age Studio" to produce a variety of creative multimedia productions including documentary videos and micro-films.



年度主要活動紀事

Annual Timeline



「銀齡製作室」到台灣拍攝《不老騎士》 "Silver Age Studio" went to Taiwan for filming "Go Grandriders 2015" documentary



與香港電台合辦「銀齡 DJ 大賽」 Co-organised "Silver Age DJ Competition" with Radio Television Hong Kong



2015年9月 September 2015



2015年11月 November 2015





協會參與 2015「滙豐社區節」 Joined the HSBC Community Festival 2015



與香港天文台合辦「銀齡的天空」攝影比賽 Co- organised "Sky of Silver Age" Photo Competition with Hong Kong Observatory



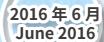
協會開始聘請失明人士成為平安服務專員 First visually impaired staff joined SCHSA as Call and Care Service Operator



舉辦社區參與嘉許典禮 Organised Community **Engagement Awards Ceremony**



2016年6月 June 2016





與數碼通合作推出「智平安®」iOS 版本 The launch of e-Care Link App iOS version with Smartone





舉辦「生命・歷情」教學計劃畢業禮: 「夢想進行式」







年度及累計服務數字 (2015年9月至2016年8月數字) Service Statistics (Figures from September 2015 to August 2016)

約10,000名Persons

現有慈善計劃受惠者 **Current Charitable Programmes Beneficiaries**

創會以來累積數字: 25,012 名 Persons

588,892 次 Times

按動「平安服務 *」尋求支援 或關懷服務 Service Requests from Call and Care Service*

創會以來累積數字: 8,629,173 次 Times Since 1996

1,334 次 Times

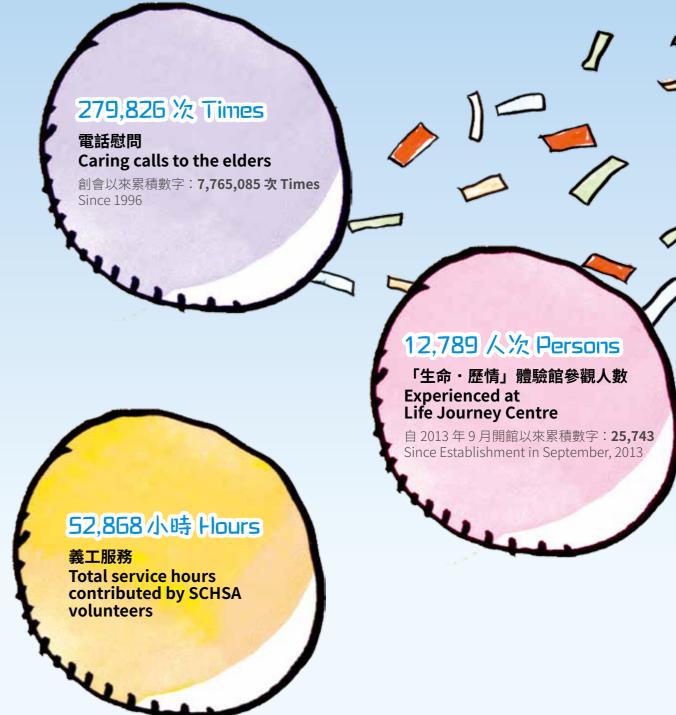
協助尋找懷疑失蹤累積個案 (自2013年9月起) **Total Cases of Looking for Suspected Missing Persons**

Since September, 2013

40,049 次 Times

按動「平安服務」後送院 **Emergency Assistance** Requested by Call and Care Service users

創會以來累積數字: 482,943 次 Times











主席感言

Message from the Chairman



協會的「平安服務」二十年來一直貫徹「善用科技,提升社區長者生活質素」的理念,成效深受港人認可,使協會逐漸發展成為全球知名最具規模的香港社會企業。在過去一年,固有的服務繼續維持穩定而高效之餘,協會加強夥伴協作,擴闊了本港長者服務的光譜。

香港的人口老龄化已是不爭事實。協會本着「福利辦企業,企業養福利」宗旨,自負盈虧,多年來籌款籌得的一分一毫, 都用以服務社會上最有需要的長者。在毋忘初心之外,因應新一代銀齡人士比傳統社會認知的「老人」更有活力、更主動 走出社區,年度內協會聯繫不同界別的機構夥伴,舉辦不同類型的活動,讓長者在不同領域各展所長,綻放銀齡光采。

隨著多項經由夥伴協作而誕生的新服務於下年度陸續開展,我期望協會能夠繼續在推動香港實踐居家安老上出一分力。 「千里之行,始於足下」,我期望各界友好能夠繼續與協會並肩,一同實現長者天天平安的美好願景。

長者安居協會 董事會主席 鄭經翰先生, GBS, RPE, FHKIE, JP 二零一七年四月



Over the past two decades, our Call and Care Service has followed through with its principle of "enhance the quality of life of the elderly in the community through the use of technology", a move which has been yielding positive results and gaining strong recognition in Hong Kong. SCHSA has been developed as a social enterprise with a considerable scale, and has been gained fame worldwide. In the past year, while our established services have continued their steady growth, we have strengthened our partnership co-operation with a view to broadening the spectrum of its services for senior citizens in Hong Kong.

It is an undeniable fact that the population of Hong Kong is ageing. We operate on a self-financing basis, guided by the principle of "Cultivating Welfare". Over the years, every dollar of the funds raised has been used to help the needy of our senior citizens. We have never lost sight of our initial goals. Nevertheless, we are also trying to cope with the new silver generation which differs from the traditional notion of the "elderly", as they are more active and more willing to venture out of the community. During the year, we have liaised with partner institutions from different sectors to organize various activities, ultimately with a view to helping the elderly to bring out their strengths in various aspects and to live their "Silver Age" to the full.

Following the launch of a variety of new services next year in collaboration with partner institutions, I expect we will be able to contribute efforts towards promoting "ageing in place". As the saying goes, "A journey of a thousand miles begins with a single step", and I hope our friends from various sectors will continue to work with us to materialise the broader goal of achieving peace of mind for the elderly each and every day.

Ir. Albert J. Cheng, GBS, RPE, FHKIE, JP Chairman, Board of Directors Senior Citizen Home Safety Association April, 2017



行政總裁感言

Message from the Chief Executive Officer



由横頭磡,至觀塘翠屏邨,加上竹園,再有巧明街,直至何文田愛民總部的出現。

由獨居無依,到貧病二老,長期病患人士以及殘障人士,到身壯力健的 Aunties and Uncles;上至百歲人瑞,以至今時今日活力十足、「年紀略大、機器不壞」的銀齡人士,無論是住公屋、居屋、村屋、唐樓私樓或豪宅,市區或鄉郊,任何時候遇有需要,我們都在。

由「救命鐘」,至「平安鐘」,之後加入「隨身寶」與及「平安手機」,再有智能手機版的「智平安」app 和給家人使用的「智安心」app。由家居,已擴展到戶外。

由 24 小時平安服務熱線,加上「老有網」,和「支援少數份數擁有人(長者/舊樓小業主)外展服務」,更加入「愛留聲」、「長者生命故事印書服務」、「生命·歷情」體驗館,以及令青年人都「讚」的「銀齡製作室」,協會服務發展,從未停步。

感恩能與服務協作夥伴 - 包括政府部門特別是醫院管理局、警務處、消防處、天文台、社會福利署、房屋署、衛生署, 公共服務機構, 熱心商界大集團與中小企, 同心服務長者的社會服務界機構及社企, 再加上俠骨仁心的義工們及捐款人, 沿路同行。

由隱於電話線另一端的一把聲音,漸變成為連結年青與年長一同宣揚「轉個角度看長者」的平台;由駁着一條電話線的「平安鐘」,進而至平安作為人人珍視的價值···

從 1996 年,至到 2016 年,20 年來,無論天氣怎樣變、世界怎樣變、模樣怎樣變,長者安居協會服務代代長者的心,敢於 創新的精神,不變如初。

長者安居協會 行政總裁 梁淑儀女士 二零一七年四月

From Wang Tau Hom, to Tsui Ping Estate in Kwun Tong, followed by Chuk Yuen, and How Ming Street, and here we are at Oi Man Estate where our headquarter and new foundation was built.

From elderly people living alone, to old couples living in poverty; from those who are suffering from long-term diseases or those who are disabled, to healthy and active Aunties and Uncles; from centenarians to the silver-aged who are not young in age but are still energetic and capable; whether they live in public housing, Home Ownership Scheme units, village houses, tenement buildings, private properties or luxury homes; and whether they are in urban or rural areas: whenever any of them require assistance, we are here to help.

From Personal Emergency Link to Call and Care Service, plus Mobile Link Service and Safety Phone Service; and from the latest e-Care Link Service that works on a smartphone, to the e-See Find Service app for family members: our core service has extended from indoors to outdoors.

From the 24-hour Call and Care Service Hotline to the Silver Age Club; from the Outreach Support Service for Minority Owners (Elderly / Independent Owners of Tenement Building Units) to the launch of A Message for My Beloved (personal message recording service, Life Book (personalized book printing service for seniors), Life Journey Centre, plus the "Silver Age Studio" which is applauded by the young generation: the development of the Association's service programmes has continued unabated.

Our gratitude goes out to our collaborative partners, including Government departments, in particular the Hospital Authority, the Hong Kong Police Force, the Fire Services Department, the Hong Kong Observatory, the Social Welfare Department, the Housing Department, the Department of Health......, public services organisations, philanthropic business enterprises – large or small, social welfare organisations and social enterprises, as well as our volunteers and donors who share the same vision and mission of serving the elderly communities.

From a voice on one end of the telephone line, to a platform linking the young and the old, advocating mutual respect and the theme of "Finding the New in the Old, Seeing the Beauty in the Old"; SCHSA has evolved from a device that is linked to a telephone line into a widely valued notion of peace of mind......

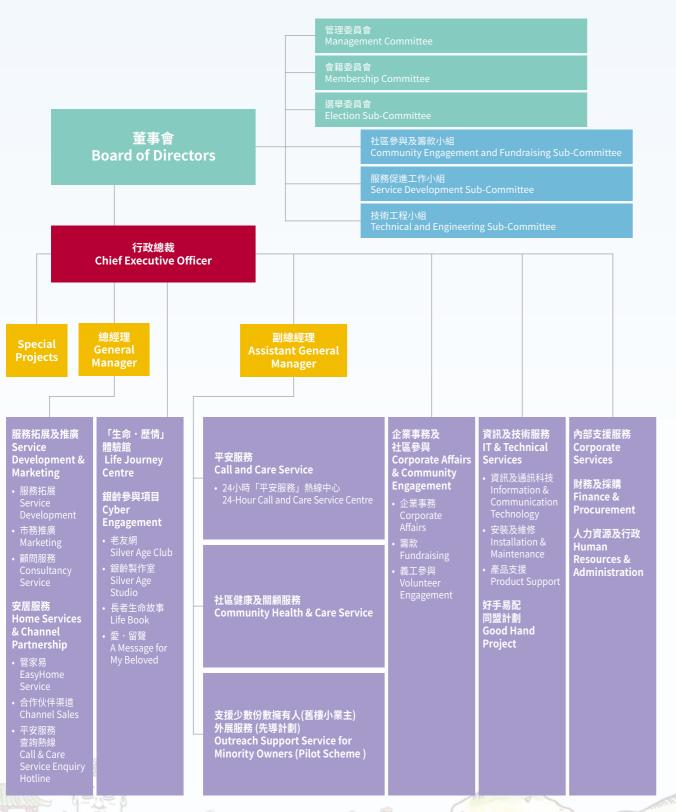
From 1996 to 2016, come rain or shine, however the world has changed, and however outlooks and appearances may have become different, our heartfelt devotion to serving the elderly and our innovative spirit has always remained steadfast.

Ms. Irene S. Y. Leung Chief Executive Officer Senior Citizen Home Safety Association April, 2017



協會架構

Organisational Chart





董事會及小組

Board of Directors and Committees

董事會 Board of Directors

更新至 2017 年 4 月 30 日 (As of 30th April, 2017)

		更新全 2017 年 4 月 30 日 (As of 30th April, 2017				
董事會 Board of Directors						
主席	鄭經翰先生, GBS, RPE, FHKIE, JP	Ir. Albert J. Cheng, GBS, RPE, FHKIE, JP				
Chairman						
副主席	黄岳永先生	Mr. Erwin Steve Huang				
Vice-Chairman	錢黃碧君教授	Prof. Teresa B. K. Tsien				
義務秘書	郁德芬博士, BBS, JP	Dr. Alice T. F. Yuk, BBS, JP				
Honorary Secretary						
義務司庫	羅致光博士, GBS, JP	Dr. C. K. Law, GBS, JP				
Honorary Treasurer						
董事	鄭子祐先生	Mr. Thomas T. Y. Cheng				
Directors	張國柱先生	Mr. Peter K. C. Cheung				
	張惠君女士	Ms. W. K. Cheung				
	鍾普洋先生, SBS, OBE, JP	Mr. P. Y. Chung, SBS, OBE, JP				
	黎定基先生	Mr. Stanislaus D. K. Lai				
	林旭華先生	Mr. Peter Y. W. Lam				
	梁國輝先生	Mr. Tony K. F. Leung				
	馬錦華先生,JP	Mr. Timothy K. W. Ma, JP				
	聶揚聲先生	Mr. Peter Y. S. Nip				
	葉松茂博士	Dr. Saimond Ip				
列席 In-attendance						
行政總裁	梁淑儀女士	Ms. Irene S. Y. Leung				
Chief Executive Officer						
行政辦公室經理	林 潔女士	Ms. Calvina K. Lam				
Executive Manager						
行政秘書	林慧雲女士	Ms. Wandy W. W. Lam				
Secretary						

小組 Committees

更新至 2017 年 4 月 30 日 (As of 30th April 2017)

	管理委員會 Management Committee		
主席 Chairman	鄭經翰先生 , GBS, RPE, FHKIE, JP	Ir. Albert J. Cheng, GBS, RPE, FHKIE, JP	
委員 Members	黃岳永先生 羅致光博士, GBS, JP 聶揚聲先生 錢黃碧君教授 郁德芬博士, BBS, JP	Mr. Erwin Steve Huang Dr. C. K. Law, GBS, JP Mr. Peter Y. S. Nip Prof. Teresa B. K. Tsien Dr. Alice T. F. Yuk, BBS, JP	

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社區參與及籌款小組 Community Engagement and Fundraising Sub-Committee					
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Convenor					
委員	陳柏泉先生	Mr. P. C. Chan			
Members	鄭經翰先生, GBS, RPE, FHKIE, JP	Ir. Albert J. Cheng, GBS, RPE, FHKIE, JP			
	張國柱先生	Mr. Peter K. C. Cheung			
	葉松茂博士	Dr. Saimond Ip			
	計明華先生	Mr. M. W. Kai			
	黎定基先生	Mr. Stanislaus D. K. Lai			
	李繼雄先生	Mr. Kennedy K. H. Lee			
	羅 就先生	Mr. C. Lo			
	聶揚聲先生	Mr. Peter Y. S. Nip			
	黃文泰先生	Mr. James M. T. Wong			
列席 In-attendance					
行政總裁	梁淑儀女士	Ms. Irene S. Y. Leung			
Chief Executive Officer					
企業事務及社區參與高級經理	袁佩儀女士(秘書)	Ms. Esther P. Y. Yuen (Secretary)			
Senior Manager, Corporate Affairs					
and Community Engagement					

服務促進工作小組 Service Development Sub-Committee				
召集人	羅致光博士, GBS, JP	Dr. C. K. Law, GBS, JP		
Convenor				
委員	陳翠琼女士	Ms. Liliane C. K. Chan		
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	蔡海偉先生	Mr. H. W. Chua		
	馮錫良先生	Mr. Michael S. L. Fung		
	李翊駿教授	Prof. J. J. Lee		
	梁國輝先生	Mr. Tony K. F. Leung		
	馬錦華先生,JP	Mr. Timothy K. W. Ma, JP		
	謝偉鴻先生	Mr. Henry W. H. Shie		
	錢黃碧君教授	Prof. Teresa B. K. Tsien		
	黄文泰先生	Mr. James M. T. Wong		
	王惠梅女士	Ms. Nancy W. M. Wong		
列席 In-attendance		·		
行政總裁	梁淑儀女士	Ms. Irene S. Y. Leung		
Chief Executive Officer				
副總經理	陳美寶女士(秘書)	Ms. Mabel M. P. Chan (Secretary)		
Assistant General Manager				
服務拓展及推廣高級經理	劉麗君女士	Ms. Quinny L. K. Lau		
Senior Manager, Service				
Development and Marketing				

技術工程小組 Technical and Engineering Sub-Committee			
召集人 Convenor	黄岳永先生	Mr. Erwin Steve Huang	
委員 Members	鄭子祐先生 曹炳豪先生 范思樂女士 范健文先生 馮錫良先生 葉希盛先生 黎定基先生 李錦鴻先生 李錦鴻先生 梁偉豪先生 莫乃光議員 湯 毅先生	Mr. Thomas T. Y. Cheng Mr. P. H. Cho Ms. Phoebe S. L. Fan Mr. Eric K. M. Fan Mr. Michael S. L. Fung Mr. David H. S. Ip Mr. Stanislaus D. K. Lai Mr. Edward K. H. Lee Mr. Peter W. H. Leung The Hon Charles Peter Mok Mr. Lawrence N Tong	
列席 In-attendance 行政總裁 Chief Executive Officer	梁淑儀女士	Ms. Irene S. Y. Leung	
資訊及技術服務高級經理 Senior Manager, IT& Technical Services	Senior Manager, IT& Technical		
技術服務經理 Manager, Technical Services	簡家麟先生	Mr. Alan K. L. Kan	



歷年獎項

Awards

長者安居協會

Senior Citizen Home Safety Association

- 2014 卓越企業品牌選舉 香港社會企業品牌評審團大獎
- 2014 社企認證 (創越級組別)
- 2014世界綠色組織「綠色辦公室獎勵計畫」認證
- 2014/15 年度 International Property Awards
- 香港區最佳辦公室設計大獎
- 五星級辦公室設計大獎
- 2013/14 年度家庭友善僱主
- 第四屆香港傑出企業公民獎 社會企業組別銀獎
- 2013 我最喜愛的五大社企
- 2010 神秘顧客測試金獎
- 2009 年度社會企業獎(東及東南亞洲區)
- 2005 年亞太區最佳非政府機構
- 2003 至 2005 年度傑出伙伴合作計劃獎

- 2014 Prestigious Corporate Brand Awards Judging Panel Award
- 2014 The 1st Social Enterprise Endorsement Mark (Advanced Category)
- 2014 Green Office Labelling Scheme Award
- 2014/15 International Property Awards
- Best Office Interior, Hong Kong Region
- Five Star Awards, Office Interior Design Category, Hong Kong
- 2013/14 Family Friendly Employers Award
- The 4th Hong Kong Outstanding Corporate Citizenship Awards Silver Award (Social Enterprise Category)
- 2013 Top Five Favourite Social Enterprises
- 2010 Gold Award of Mystery Call Assessment Award
- 2009 Regional Social Enterprise Award
- 2005 Asia Pacific NGO Award
- Outstanding Partnership Project Award (2003 to 2005)















「生命・歴情」體驗館 Life Journey Centre

- 2015 香港資訊及通訊科技獎
 - 最佳數碼共融 銅獎
 - 最佳數碼共融 最創新服務特別獎
- 2015 社聯卓越實踐在社福
 - 十大卓越服務
- 成功設計大獎
- 成功設計獎 (空間類別)

- The Hong Kong ICT Awards 2015
 - Best Digital Inclusion, Bronze Award
 - Best Digital Inclusion, Special Award for Most Innovative Service
- 2015 HKCSS Best Practice Awards in Social Service
- Top Ten Outstanding Service Award
- Successful Design Award
 - Space Category

平安服務 Call and Care Service

- 2015 香港資訊及通訊科技獎
- 最佳流動應用程式獎(消費及時尚生活方案) - 優異證書
- 2014 香港客戶中心協會年獎金獎
 - Best Social Enterprise Contact Center
 - Best Contact Centre in Technology Application
- 2011 傑出社會企業獎
- 2010 聯合國世界信息峰會移動大獎 移動共融與授權
- 2010 年環球資訊及通訊科技卓越成就獎 數碼機會大獎
- 2009 年亞太區資訊科技大獎
- 數碼共融及數碼社區組別
- 2009 世界信息峰會大獎中國賽區選拔賽 最佳電子共融 與參與項目
- 2008 年香港資訊及通訊科技獎
- 最佳無間斷網絡大獎
- 最佳無間斷網絡(流動及應用方案)金獎
- 最佳無間斷網絡(流動資訊娛樂)銀獎
- 最佳生活時尚(和諧社會)銀獎

- The Hong Kong ICT Awards 2015
 - Best Mobile Apps (Consumer & Lifestyle) Certificate of Merit
- 2014 Hong Kong Call Centre Association Award Gold Award
 - Best Social Enterprise Contact Centre
 - Best Contact Centre in Technology Application
- Outstanding Social Enterprise Award 2011
- Winner of the WSA m- Inclusion & Empowerment 2010
- Grand Prize of the Digital Opportunity Award in the WITSA's Global ICT Excellence Awards 2010
- The Asia Pacific ICT Alliance Awards 2009
- Winner of e-Inclusion and e-Community
- World Summit Award National Contest China 2009
- Best e-Inclusion & Participation
- The Hong Kong ICT Awards 2008
 - Best Ubiquitous Networking Grand Award
 - Best Ubiquitous Networking (Mobile Enterprise Solution) Gold
- Best Ubiquitous Networking (mobile Infotainment Application)
- Best Lifestyle (Social Life & Community) Silver Award







管理團隊

The Management



- 梁潔如女士 人力資源及行政高級經理 Ms. Kittee K. Y. Leung, Senior Manager, Human Resources and Administration
- 2. 尹淑霞女士 社區健康及關顧服務高級經理 Ms. Angela S. H. Wan, Senior Manager, Community Health & Care Service
- 3. 劇宇洋先生項目經理 支援少數份數擁有人 (舊樓小業主)外展服務 (先導計劃)
 Mr. Vincent Y. Kwong, Project Manager, Outreach Support
 - Mr. Vincent Y. Y. Kwong, Project Manager, Outreach Support Service for Minority Owners (Pilot Scheme)
- 4. 劉麗君女士 服務拓展及推廣高級經理 Ms. Quinny L.K. Lau, Senior Manager, Service Development & Marketing
- 5. 陳美寶女士 副總經理 Ms. Mabel M. P. Chan, Assistant General Manager
- 6. 梁淑儀女士 行政總裁 Ms. Irene S. Y. Leung, Chief Executive Officer

- 7. 梁少舫先生 資訊及技術服務高級經理 Mr. Eric S. F. Leung, Senior Manager, IT and Technical Services
- 8. 簡家麟先生 經理 技術服務 Mr. Alan K. L. Kan, Manager, Technical Services
- 9. 林 潔女士 行政辦公室經理 Ms. Calvina K. Lam, Executive Manager
- 10. 梁少芬女士 財務及採購高級經理 Ms. Conny S. F. Leung, Senior Manager, Finance & Procurement
- 11. 袁慧明女士「生命·歷情」體驗館及銀齡參與項目高級經理 Ms. Debby W. M. Yuen, Senior Manager, Life Journey Centre and Cyber Engagement
- 12. 袁佩儀女士 企業事務及社區參與高級經理 Ms. Esther P. Y. Yuen, Senior Manager, Corporate Affairs and Community Engagement



夥伴協作

Partnership





有型又有款 追夢到台灣 夥伴:港澳台灣慈善基金會、銀享全球

In Pursuit of Oreams

Partner: Flong Kong & Macau Taiwanese Charity Fund,

Silver Linings Global Inc.





考确提精彩鏡頭,82 截的李子超「瞓身」拍攝。 During the trip, Li Chi-chiu, aged 82, gave his all to capture the best camera shots.





300公里的單車遊台之旅、銀盤製作室成真與「不老騎士」成為了緊密戰友。 During the 300-mile cycling tour around Taiwan, members of the Silver Age Studio and the "Grandriders" became the closest collaborators.



敏矛盧凱彤小姐參與分享會,與銀齒人士分享追夢的喜悅。 Singer Ellen Joyce Loo took part in the sharing session with the

elderly to express her joy of pursuing dreams.



本年度協會獲港澳台灣慈善基金會贊助,9名銀齡 製作室成員遠赴台灣,為弘道老人福利基金會 舉辦的第六屆「不老騎士」活動進行拍攝,直擊 40 名平均年齡達 75 歲的長者,於四日三夜內踏 單車由花蓮到屏東的旅程。

雖然旅程起初遇上颱風,令成員被迫滯留台北,但 未影響成員的心情,繼續發揮專業精神,用心捕捉 每個鏡頭,完成每天接近12小時的拍攝工作。

回港後, 製作室成員透過「台灣不老夢想 香港傳承 計劃圓夢分享會」,首次展示拍攝成果,更與接近 100 位銀齡人士分享拍攝過程的苦與樂,分享追夢 圓夢的心情。是次拍攝內容亦製作成光碟,除了 給台灣的友好機構一同分享外,製作室成員亦到訪 本港多間長者地區中心,與社區長者一同分享追逐 Sponsored by the Hong Kong & Macau Taiwanese Charity Fund, nine members of our Silver Age Studio travelled to Taiwan to film the activities of the 6th "Go Grandriders" event, which was organised by the Hondao Senior Citizen's Welfare Foundation of Taiwan. Silver Age Studio members took live footage of the 4-day cycling trip from Hualien to Pingtung of 40 elderly citizens whose average age was 75.

Despite the entourage being forced to stay in Taipei and initially having its schedule delayed due to a typhoon , their enthusiasm was in no way dampened. They continued to demonstrate professionalism by painstakingly taking every shot and completing almost 12 hours of filming every day.

After their return to Hong Kong, the members of the Studio presented the fruits of their effort for the first time at the "Dreams Come True – Hong Kong Sharing Session". Together with close to 100 individuals, the Studio members and cycling trip participants shared the joys and hardships of the filming process and their feelings about pursuing their dreams. The film footage has also been converted into DVDs. In addition to sharing their experiences with friendly institutions in Taiwan, Studio members also visited a number of District Elderly Community Centres to share the joys of chasing film production dreams with the elderly residents.



透過創意活動 展現長幼共融 夥伴:香港上海滙豐銀行有限公司

Creative Activities Promote Young and Old Integration

Partner: The Flongkong and Shanghai Banking Corporation Limited



銀盤製作室透過掩豐和區夥併計劃,再接再屬柏攝微電影,用港 笑生動手法介紹本地傳統「打小人」文化。

The Silver Age Studio continued with its efforts to produce another microfilm, sponsored by the HSBC Community Partnership Programme. The film takes a humorous look at the local tradition of "villain hitting".



協會參與循豐社區節 20(5, 與公園人士於中環 遮打道一同「轉個角度睇包茗」。 We participated in the HSBC Community Festival 20(5, with the theme of "Finding the New in the Old; Seeing the Beauty in the Old", together with the public in Chater Road, Central.







參與「生命·歷情」教育計劃的學生於畢業禮再次聚賞一堂, 共同分享 過去一年的得著及成果。

Student participants of the "Life Education Programme for Youth" gathered at their graduation ceremony to share their achievements and results of the past year.





本年度協會參與香港上海滙豐銀行有限公司的「滙豐社區 夥伴計劃」,獲贊助推行「交換 60」計劃、拍攝「銀齡 製作室」的全新微電影作品及開展「生命・歷情」教育 計劃。

「交換 60」計劃透過錄音,記錄 60 位年輕人「理想中的 60 歲」以及 60 位銀齡人士「回憶中的 60 年」,讓參加者「轉個角度睇長者」,拉近跨代感情;而「銀齡製作室」製作的微電影等全新影音作品,則展現銀齡人士積極及活躍的人生態度。

「生命·歷情」教育計劃資助了約 2,000 位中學生免費參加「生命·歷情」體驗館及名人分享工作坊等。協會並於 2016 年 7 月 5 日舉行以「夢想進行式」為主題的畢業禮 ,莊陳有先生及歌手 C AllStar、JW、林奕匡、鄧小巧、Super Girls 更到現場為同學打氣,鼓勵同學們珍惜時間,勇敢追夢。

此外,協會亦參與於 2015 年 11 月假中環遮打道舉行的 「2015 滙豐社區節」,遊戲設計貫徹「生命·歷情」 體驗館的理念,務求令參與人士於互動體驗中感受何謂 「年青」、何謂「年老」。 This year, SCHSA participated in the HSBC Community Partnership Programme. The Association has been sponsored to launch the "Exchange 60" programme, to fund the Silver Age Studio to produce a new micro-film, and to launch the "Life Education Programme for Youth".

The "Exchange 60" programme used audio for 60 youths to record their "ideal 60-year-old" and for 60 members of the silver generation to record their "60 years of memories". The participants had been enabled to engage in the "Finding the New in the Old; Seeing the Beauty in the Old" campaign of the Association, thus the gap between generations can be narrowed. By producing the audio-visual productions, happy and active living of the new audio-visual productions of the Silver Age Studio had been presenting the enjoyable life of the new generation of senior citizens.

In addition, SCHSA had been sponsored by HSBC to launch the "Life Education Programme for Youth". Around 2,000 secondary school students had been participated in the free programme of Life Journey Centre and workshops with celebrities. A graduation ceremony based on the theme of a "Dream in Progress" was held on 5 July, 2016. Mr. Chong Chan-yau, local singers including C AllStar, Super Girls, JW, Phil Lam and Tang Siu-hau, showed their supports to participants and encouraged them to treasure their time and pursue their dreams.

In November 2015, SCHSA had been participating in the "HSBC Community Festival 2015" in Chater Road, Central. The game design followed the concept of the Life Journey Centre, which aims to enable participants to experience what it is like to feel young and old through interactive media.



帶領銀齡人士探索天地 夥伴:香港天文台

Silver Generation to Explore the Wonderful Sky Partner: Flong Kong Observatory



在銀齡人士相機鏡頭下的香港氣象萬千,作品不輸專業攝影師。 The magnificent scenes of Hong kong sky captured by our seniors.





天文公台毛岑智娟先生(左一)親自嘉許「銀齒的天室」比賽得獎素。 Mr. Shun Chi-ming (First left), the Director of the Hong Kong Observatory, presented award certificates to the winners of "Sky of Silver Age" Photo Competition.



銀齒人士得到資字攝影師用途稿先生傳授拍攝天文氣象的技巧,攝影技能即時大會! Veteran photographer Mr. Edward Tin Chun-fook shared his insights and techniques for photographing climate features with the seniors. The seniors' skills were tremendously enhanced.



急劇的天氣變化對毛玄影響極大,協會與天文公合辦的記者會,提醒公簽要及時閱顧毛者。

Rapid climate changes have significant effects on the elderly. The joint press conference organised by the Association and the Hong Kong Observatory reminded the public to care for the elderly.

香港天文台一直是協會的緊密合作夥伴。於本年度 繼續合辦記者會,提醒公眾於寒冷天氣下須多加 關顧長者。

此外,為提升銀齡人士對天文氣象知識的興趣及 鼓勵他們多享受戶外活動,協會與天文台合辦 首屆「銀齡的天空」攝影比賽,向全港 50 歲以上 的銀齡人士徵集有關天文氣象的攝影作品,並邀請 資深風景攝影師為銀齡人士舉辦攝影工作坊。

比賽作品交由多個機構組成的評審團為作品進行 評分,最後選出冠、亞、季軍及10張優異作品。 協會於灣仔會議展覽中心舉行的社區參與嘉許禮 頒發獎項予得獎者;而得獎作品亦於天文台開放 日展示予公眾人士,部分作品更或揀選刊登於 2017年天文台月曆。 The Hong Kong Observatory (HKO) has been a close partner of the Association. This year, we continued to co-organise a press conference to remind the public to pay extra attention to the elderly, particularly during the cold surge.

In addition, in order to raise elderly's awareness to the weather changes, and to encourage them to enjoy outdoor activities, the Association and the HKO organised the first "Sky of Silver Age" Photo Competition. Seniors who aged over 50 were eligible to submit their photos with the theme of climate or weather phenomena in Hong Kong. A photography workshop was organised for seniors to learn basic weather photography skills from the veteran landscape photographer.

Competition entries were assessed by a judging panel comprised of representatives from a number of organisations. Apart from the Champion, and First and Second Runners-up, Merit Awards were also given to 10 outstanding photographs. A Community Engagement Awards Ceremony was held at the Hong Kong Convention and Exhibition Centre to present prizes to the award winners. The award-winning photographs were also displayed during the open day of the Hong Kong Observatory, while outstanding pieces were also selected for the HKO Calendar 2017.



銀龄 口」 大賽 夥伴:香港電台

Silver Age OJ Competition

Partner: Radio Television Flong Kong



(0 位 「銀齒 DJ 大賽」 狭賽參加玄絕展彈身解數,爭奪冠軍寶麼。 The ten finalists in the "Silver Age DJ Competition" pulled out all the stops in their efforts to become the Champion.





想成為「銀盤DJ」?参加奢害先進行初賽試音選拔。 To become a "Silver Age DJ", contestants first had to go through a voice test as part of the preliminary screening.







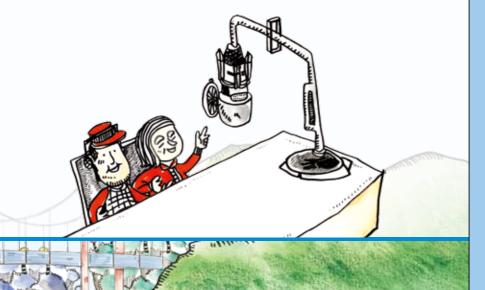
歌手菜振菜先生現身「銀鞍DJ精讀班」, 為參加比賽的準銀齡DJ加油。 Singer Johnny Yip was present at the "Silver Age DJ Intensive Course" to offer encouragement to the Silver Age DJ contestants.

鼓勵銀齡人士繼續追尋夢想,成就他們一嘗當電台 DJ 的心願,享受多姿多采的人生下半場。

比賽前,先舉辦「銀齡 DJ 精讀班」,由星級主持 車淑梅女士、李仁傑先生為有意參加比賽的銀齡 人士分享經驗。參加者通過第一輪初賽試音演說, 先挑選 30 人進入第二輪評審,經過測試進入最後 10 強,角逐銀齡 DJ 寶座。最後 DJ 大賽的五位 勝出者獲得香港電台的專業 DJ 培訓,並在香港電台 第五台節目初試啼聲,成為廣播人員,實現夢想。

協會本年度與香港電台第五台舉辦「銀齡 DJ 大賽」, This year, we jointly organised the "Silver Age DJ Competition" with RTHK Radio 5 to encourage the elderly to continue to pursue their dreams and actualise their wishes of becoming a radio show DJ. The aim was to help the elderly to enjoy some fun in the second half of their lives.

> Before the competition, a "Silver Age DJ Intensive Course" was held, in which star DJs Ms. Candy Chea Shuk-mui and Mr. Sunny Li shared their experience with the seniors who intended to enter the competition. Participants first had to go through a speech delivery voice test as a part of the initial screening. Some 30 contestants were selected to enter the second round of judging. Subsequently, the ten contestants were selected as finalists to compete for the title "Silver Age DJ of the Year". The five winning contestants would receive professional DJ training by RTHK, and be given the chance to become a broadcaster on RTHK Radio 5 - a dream come true for the silver-age contestants!



社區參與及 慈善項目

Community Engagement and Fundraising





共創關愛長者文化

「愛・平安」商界參與計劃

Partnerships Cultivate Peace of Mind for the Silver Aged Love & Peace of Mind Corporate Engagement Programme



「愛·平安」 適界參學計劃得到超過 (20 間企業機構支持,全關愛學平安得从傳送到全港各區。

The Love & Peace of Mind Corporate Engagement Programme gained support from over (20 corporations, delivering care to the elderly in the territory.

「愛·平安」商界參與計劃讓參與企業可以透過義工服務、捐款、關懷員工或良心消費社企服務等形式,實踐企業社會責任。本年度共有逾120間企業參與,與協會攜手推動關愛長者文化。

The Love & Peace of Mind Corporate Engagement Programme encourages corporations to actualise corporate social responsibilities through provision of volunteer services, donations, and conscientious spending on social enterprise services. This year, over 120 corporations participated in the programme to deliver peace of mind to the elderly.

慈善計劃及其它主要籌款活動

作為自負盈虧的社會企業,協會透過「企業養福利」的 社企模式,推動良心消費,同時將營運盈餘和慈善捐款, 直接幫助「慈善計劃」受惠者終身免費使用「平安鐘®」 及「隨身寶®」服務,不分畫夜、不分季節,獲得24小時 緊急呼援及全面關懷服務,讓長者在社區內平安愉快地 生活,推動長者身心健樂頤年。

協會本年度籌辦多項不同形式的籌款活動,承蒙社會各界積極行善,共籌得善款 1,909 萬港元。所得善款將直接支援逾 10,000 名本地貧困無依長者、長期病患者或有需要人士免費使用「平安鐘」、「隨身寶」服務及全面關顧服務,守護本地長者天天平安。

Charitable Programmes and Other Major Fundraising Activities

As a self-financing social enterprise, public conscientious spending on social enterprise services is promoted. The surpluses generated from operations and donations are directly applied to support "Charitable Programme" which offers lifelong free Personal Emergency Link Service and Mobile Link Service for the elderly and other needy. With the support of SCHSA 24-hour comprehensive care and emergency assistance services, the elderly are able to enjoy their life in the community.

Various fundraising activities were organised throughout this fiscal year. A total of HK\$19.09 million will be used directly to offer free Personal Emergency Link Service and Mobile Link Service for over 10,000 local underprivileged elderly, the chronically ill or the needy.

慈善籌款特輯《長者安居協會特約:平安邁向 20 年》



"SCHSA presents: With A Peace of Mind Over 20 Years" Charity Television Programme

羅蘭难親身探診「慈善計劃」的受惠人士,為需要 超顧患有認知障礙症丈夫的黄太給予支持及鼓勵。

Ms. Law Lan visited Charitable Programme beneficiary Mrs. Wong, to offer support and encouragement. Mrs. Wong needs to take care of her husband who suffers from dementia.

籌款持輯播出當晚,超過 80 位義工及協會同事 齊集熱線中心接聽格款來電。

On the evening of programme broadcasting, over 80 volunteers and SCHSA colleagues gathered in the Call and Care Service Centre to pick up donation calls.



慈善籌款特輯《長者安居協會特約:平安邁向20年》於2016年3月12日在無綫電視翡翠台播出,節目透過訪問「慈善計劃」的受惠個案,分享「平安鐘」及「隨身寶」服務如何支援獨居偏遠地區及二老同住的本地貧困長者、患認知障礙症長者及其照顧者。節目亦訪問協會資深義工,讓市民大眾多角度認識協會服務。協會衷心感謝參與節目的嘉賓、受惠者以及市民大眾的支持。

The Charity Television Programme "SCHSA presents: With A Peace of Mind Over 20 Years" broadcasted on the TVB Jade channel on 12th March, 2016. In the programme, Charitable Programme beneficiaries shared their thoughts on how Personal Emergency Link Service and Mobile Link Service support local seniors who are living in poverty, or living either alone in remote area or dementia patients living together with their caregivers. Through the programme, the audience was able to learn more about SCHSA from different perspectives. SCHSA was grateful for the support received from the guests featured in the programme, Charitable Programme beneficiaries and the general public.

「秘密天使」計劃



「秘密天使」計劃已連續開展十七年,獲得60間大專、中學、小學及幼稚園參與。全學年超過4,300名學生參與關愛長者講座、參觀協會服務或透過電話慰問、探訪長者等活動,向超過9,000位長者送上親切的關懷

全港賣旗日 2016



星級義工事後偉盘懼風雨,鄭多位 義工一同劉実沙唯賣旗,落力支持 協會工作。

Mr. Steven Ma Chun-wai supported the Flag Day 20 (6 as volunteer to help raise funds in Tsim Sha Tsui.

協會於 2016 年 8 月 3 日舉行全港賣旗日,當日天氣受颱風吹襲影響,驟晴驟雨,惟承蒙各界無懼風雨、鼎力支持賣旗日,賣旗日當天超過 2,000 名熱心義工於全港各區協助賣旗,籌得善款資助有經濟困難的長者及有需要人士免費使用「平安鐘」或「隨身寶」服務,協會衷心感謝各界的善心捐款,以及香港各大流動電訊商支持,讓市民大眾可在賣旗日當天透過發出短訊捐款支持。

Secret Angel Programme

身為「秘密小天使」的幼稚園生於閱愛是者 | 講座踴躍回答問題。

The kindergarten "Secret Angels" were keen to answer questions during the "Talk of Life Education and Elderly Care".

This year the Secret Angel Caring Programme entered its 17th consecutive year of operation, which gained support from 60 educational institutions from the tertiary, secondary and primary education sectors as well as kindergartens. Over 4,300 students participated in the "Talks of Life Education and Elderly Care", visits to SCHSA headquarters, and to express their love and care to over 9,000 elderly people through delivering home visits or caring calls.

Territory-wide Flag Day 2016

實旗日能夠完滿結束絕對不易,協會幸獲超過 2,000 位来自不何界别酚義工於賣旗當日期力支持。 SCHSA was fortunate to have the support from over 2,000 volunteers from various sectors to make the Flag Day 20(6 a successful occasion.

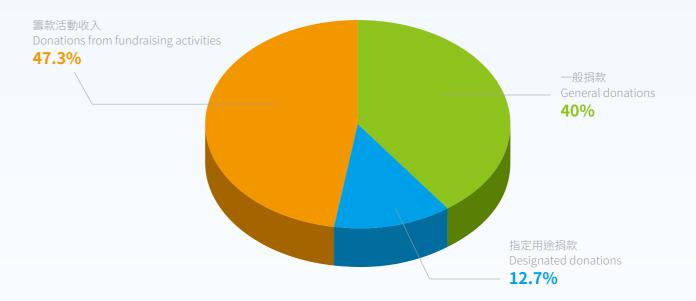


The Association held its Territory-wide Flag Day on 3rd August, 2016. Despite of the unstable weather due to a typhoon, SCHSA was fortunate to have the support from various sectors. Over 2,000 volunteers participated in the flag selling in different districts. The donation will be used to support the elderly and the needy with financial difficulties to use the free Personal Emergency Link Service and Mobile Link Service. We deeply appreciated the generosity of everyone who contributed to the success of the event, as well as the support of the telecommunication network operators that allowed the public to show their support by making donations via SMS on the Flag Day.

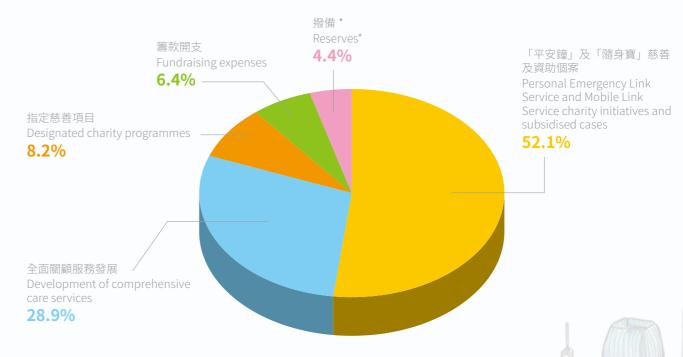
籌得善款總額及善款用途表

Total Amount Raised and Use of Donations

圖表 1:2015-2016 年度善款來源 (2015 年 9 月 1 日至 2016 年 8 月 31 日) Chart 1: Sources of Donations 2015-2016 (1st September 2015 to 31st August 2016)



圖表 2: 2015-2016 年度善款用途 (2015 年 9 月 1 日至 2016 年 8 月 31 日) Chart 2: Use of Donations 2015-2016 (1st September 2015 to 31st August 2016)



* 註: 撥備將撥入慈善個案基金及長者關顧基金,用以資助慈善計劃受惠者服務費及全面關顧項目。

*Note: Reserves are allocated to Charity Case Fund and Elderly Care Fund in support of the long-term service fee of beneficiaries and comprehensive caring services.



推動全城參與 義工參與

Engaging the Public to Deliver Care to Seniors Volunteer Engagement



2015-2016 年度 Year

義工總人數 Total number of volunteers: 1,003 人 Persons

義工服務時數 Service hours: 52,868 小時 hours

參與服務義工 Volunteer Participants: **16,096 人次 times** 受惠長者 Benefited numbers of elders: **437,794 人次 times**



一句簡單面過暖的問候,對居住在社區的是畫面裏可能是獨足珍貴;感激義工一句簡單面過暖的問候,對居住在社區的是畫面裏可能是獨足珍貴;感激義工品助,讓協會全部何「平安服務」使用畫進行電話思問服務起過 27 萬次。 A simple but warm greeting could be a precious gift for elderly living in the community. A simple but warm greeting could be a precious gift for elderly living in the community. Thanks to the contribution of volunteers, we offered over 270,000 caring calls to our Thanks to the contribution of volunteers, we offered over 270,000 caring calls to our Call and Care Service users throughout the year.





「3S銀簽義工」表現出他們的 然力和對義勢工作的投入,展現出 銀髮族 (Silver) 的醒月 (Smart) With Silver hair, Smart, (spare and

With Silver hair, Smart ways and Smiling faces, "35 Silver Age Volunteers" showed their energy and eagerness in their voluntary service.





Our volunteers and partner organisations are heroes. Outstanding partners received awards at the "Community Engagement Awards Ceremony".

為推動全城參與及鼓勵義工服務,本年度協會推出「關愛社區・延伸平安」試驗計劃,與地區團體協作,以配對定期探訪形式,為社區內的「平安服務」使用者提供無縫支援。此外,協會組成銀齡義工隊又稱3S義工,喻意「Silver、Smart、Smile」,鼓勵他們釋放潛能,藉著參與和體驗不同的義務工作,服務社群之餘,亦可重新肯定自己的能力和價值,從而活出精彩的黃金歲月。

協會於 2016 年 6 月 11 日假香港會議展覽中心順利舉行「2015 年度社區參與嘉許典禮」,感謝為長者出心出力的合作夥伴、商界、學界及個人義工。當天獲時任勞工及福利局局長張建宗先生,GBS, JP 擔任主禮嘉賓,星級義工羅蘭女士亦到場支持。義工亦粉墨登場,扮演多位不同英雄人物,包括:蜘蛛俠、蝙蝠俠、超人、李小龍等,展現出活動主題「英雄莫問 HOW OLD」,藉此嘉許一群活現精彩人生的義工「英雄」!

In order to engage the public to participate in voluntary services, this year we launched the "Peace of Mind Care Extension" Pilot Programme in collaboration with local community organisations. We matched volunteers and to provide regular visits to Call and Care Service users which aimed to offer seamless support to seniors in the community. In addition, we organised Silver Age Volunteers Team (The "3S" volunteers, which stands for "Silver", "Smart" and "Smile"). We pledged to encourage the silver aged to actively participate and experience different voluntary work and social services. At the same time, we expected that the silver aged can re-gain recognitions to their abilities and values, so as to live their life to the fullest in their "Silver Age".

On 11th June, 2016, we organised the "Community Engagement Awards Ceremony 2015" at the Hong Kong Convention and Exhibition Centre. The ceremony was held to thank our partners and volunteers from the business, education and public sectors who contributed through their kindness and efforts for the good of the elderly. Mr. Matthew Cheung Kin-chung, GBS, JP, the then Secretary for Labour and Welfare, was the Guest of Honour. Ms. Law Lan, star volunteer, was also present. The volunteers dressed up in costumes to play the roles of different heroes, to highlight the theme of the ceremony, and to honour the volunteers, who are heroes enjoying their lives to the full.



2015 年度義工嘉許名單

張玲女十 Ms I Chang

車惠蓮女士 Ms. W. L. Chair

Awarded Volunteers in 2015

金獎 (服務 400 小時或以上) Golden Awards

區桂珍女士 Ms. K. C. Au 區有芬女士 Ms. Y. F. Au 陳快雲女士 Ms. F. W. Chan 陳少芳女士 Ms. Heidi. S. F. Chan 陳欽明先生 Mr. Y. M. Chan 張文蘭女士 Ms. M. L. Chang 張佩珊女士 Ms. P. S. Cheung 張如女女士 Ms. Y. N. Cheung 楊承聰先生 Mr. Patick Ear 樊家輝先生 Mr K F Fan 符耀祖先生 Mr. Y. J. Fu 何鈺羚女十 Ms Y I Ho 許玉蘭女十 Ms I I Hoi 高慧儀女十 Ms Marin W Y Ko 汀玉苺女十 Ms Y Y Kong 賴惠嬌女十 Ms W K Lai 林碧屏女十 Ms P P Lam 林衛中先生 Mr W C Lam 劉小琼女十 Ms S K Lau 梁美綿女十 Ms M M Leung 梁少霞女十 Ms. S. H. Leung 梁秀容女士 Ms. S. Y. Leung 麥慧如女士 文容娣女士 Ms. Y. T. Man 吳元香女十 Ms. Miki. Y. H. Ng 吳夢妮女士 Ms. Molly Ng 吳寶蓮女十 Ms. Pauline, P. I. Ng 吳玉珍女十 Ms. Y. C. Ng

銀獎 (服務 200 小時或以上) Silver Awards (Over 200 Service Hours)

歐陽華海先生 Mr. W. H. Au Yeung

Mr. Y. K. Ng

潘露美女士 Ms. L. M. Poon

陳美婷女十 Ms. Sylvia. M. T. Tan

黃漢英女十 Ms. Cora. H. Y. Wong

蕭碧鳳女十 Ms. P. F. Siu

湯潔貞女十 Ms. K. C. Tong

徐金鳳女十 Ms. M. Tsui

吳汝權先生

陳國雄先生 Mr. K. H. Chan 鄒至輝女士 Ms. C. F. Chau 鄭秋嬋女士 Ms. C. S. Cheng 張錦珊女士 Ms. K. S. Cheung 张麗琼女士 Ms. Rita L. K. Cheung 池美娥女士 Ms. M. N. Chi 趙美顏女士 Ms. M. N. Chiu 周隆水先生 Mr. David L. S. Chow 朱引弟女士 Ms. Y. T. Chu 傅慧文女士 Ms. Fanny W. M. Fu

馮綵娟女十 Ms C K Fung 馮燕萍女十 Ms Georgiana Fung 何淑要女十 Ms S Y Ho 何干香女十 Ms W H Ho 何惠蓮女十 Ms Patty W I Ho 許結明女十 Ms K M Hui 許錦雪女十 Ms K W Huii 許瑞明女十 Ms Lucilla S M Hui 許玉蓮女十 Ms. Maria Y. L. Hui 洪景慈女士 Ms. K. C. Hung 林婉筠女士 Ms. L. Y. Kwan 郭金女女十 Ms. K. N. Kwok 黎碧茜女士 Ms. B. Lai 賴志瑤女士 Ms. Regina C. Y. Lai 黎實容女十 Ms. F. Y. Lai 黎美玲女十 Ms. Helen M. I. Lai 林祖美女十 Ms. C. M. Lam 羅美娟女十 Ms. Ada M. K. Law 李子招先生 Mr. C. C. Li 李火金女十 Ms. F. K. Lee 利嘉穎女十 Ms. K. W. Lee 李素琴女十 Ms. S. K. Lee 梁好女士 Ms. Joyce H. Leung 梁綺雲女十 Ms. Winnie Y. W. Leung 凌顯政先生 Mr. H. C. Ling 劉秀琴女士 Ms. Sylvia S. K. Liu 呂美雲女十 Ms. M. W. Lui 陸仲琼女十 Ms. Selina C. K. Luk 麥有康先生 Mr. Y. H. Mak 潘俊文先生 Mr. C. M. Phan **盟**俊賢先生 Mr C Y Put 司徒瑞屏女士 Ms. S. P. Szeto 董張秀英女士 Ms. Grace S. Y. Tung Cheung 黄佩貞女十 Ms. P. C. Wong 鄔逸怡女士 Ms. Agnes Wu 溫全堂先生 Mr K T Wun 甄朝俊先生 Mr. C. C. Yan 楊碧雲女士 Ms. P. Y. Yang 楊志輝先生 Mr. C. F. Yeung 楊永寬先生 Mr. W. F. Yeung 楊永勤女士 Mr. W. K. Yeung 袁瑞蘭女士 Ms. S. L. Yuen 袁月珠女士 Ms. Esther Y. C. Yuen

銅獎 (服務 100 小時或以上) Bronze Awards

William Will

鄭美君女十 Ms M K Cheng 周潔珍女十 Ms K C Chow 趙譚美婷女士 Ms Helen M T Chiu Tam 鍾可欣女十 Ms Helen H Y Chung 范玉直女十 Ms Y C Fan 方美華女士 Ms. Iris M. W. Fong 馮淑霞女士 Ms. Sandy S. H. Fung 馮詠璇女士 Ms. Idy W. S. Fung 夏志華先生 Mrs. C. W. Ha 何妙英女士 Ms. M. Y. Ho 何笑玲女士 Ms. S. L. Ho 顧國祥先生 Mr. K. C. Ku 郭美心女十 Ms. M. S. Kwok 羅熾培先生 Mr. C. P. Law 羅潤澐女十 Ms. Y. W. Law 利紹娟女十 Ms. S. K. Lee 李子良先生 Mr. T. I. Lee 馬嘉莉女十 Ms. K. I. Ma 馬耀牛先牛 Mr. Y. S. Ma 麥美玲女十 Ms. M. I. Mak 苗華茂先生 Mr. W. M. Maio 蒙亞干女十 Ms. A. Y. Mon 吳興邦先生 Mr. H. B. Ng 吳麗嬋女士 Ms. L. S. Ng 潘少玲女十 Ms. S. L. Poon 蘇載卿女十 Ms. Stella C. H. So 蘇潔儀女十 Ms. K. Y. So 司徒明心先生 Mr. M. S. Szeto 杜細蝦先生 Mr S H To 曾志強先生 Mr C K Tsang 謝慈慧女士 Ms. Wendy Tse 池美玲女士 Ms. M. L. Tsz 黃梅牛女十 Ms. M. S. Wong 容淑燕女十 Ms. S. Y. Yung 黃敏銓女士 Ms. M. T. Wong 苗良德先生 Mr. I. T. Wong 黃玉梅女士 Ms. Elaine Y. M. Wong 楊健成先生 Mr. Johnny K. S. Yeung 英建業先生 Mr. Philip K. Y. Ying 嘉許狀 (服務 50 小時或以上) Commendation

陳慧清女十 Ms W C Chan

周臻康先生 Mr C H Chau

蔡惠貞女十 Ms. W. C. Chov

鄭佩玉女十 Ms. P. Y. Cheng

鄭珊珊女士 Ms. S. S. Cheng

周淑珠女士 Ms. S. C. Chow

張琼雪女十 Ms. Alice K. S. Cheung

蔡德健先生 Mr. Ken T. K. Choy

朱群想女士 Ms Carrie K C Chu 奉俸澄先生 Mr King W C Chun 霍勇棠先生 Mr. Y. T. Fok 馮秀珍女十 Ms S C Fung 何永剛先生 Mr Keith W K Ho 何榕光先生 Mr Ring Y K Ho 許妹妹女十 Ms M M Hui 汀燕媚女十 Ms lvv Y M Kong 賴鳳琼女士 Ms. F. K. Lai 梁錦民先生 Mr. Timothy K. M. Leung 李嬪女十 Ms. Heidi S. Lee 梁鳳群女士 Ms. F. K. Leung 梁愷潔女士 Ms. H. K. Leung 李君雅女士 Ms. K. N. Li 李瑤珊女士 Ms. Y. S. Li 勞惠英女士 Ms. Dora W. Y. Lo 麥鴻添先生 Mr. H. T. Mak 岑詠梅女十 Ms. Vivien W. M. Sum 蔡蕙玲女十 Ms. W. I. Tsoi 徐溢軒先生 Mr. Ronald Y. H. Tsui 黃劍雄先生 Mr. K. H. Wong 黃文灏先生 Mr. M. H. Wong 黃偉明先生 Mr. W. M. Wong 楊憶芝女十 Ms. G. Yen 楊珮芬女十 Ms. Anita P. F. Yeung

10 年長期服務獎名單 10 Years Proactive Engagement Awards for Volunteers

陳潔玲女士 Ms. K. L. Chan 陳少芳女士 Ms. Heidi S. F. Chan 蔡文鳳女士 Ms. M. F. Choi 周德成先生 Mr. T. C. Chow 戚柏基先生 Mr. P. K. Chik 服影華女士 Ms. Y. W. Chik 周俊昌先生 Mr. Daniel C. C. Chou 何惠珍女士 Ms. W. C. HO 鄭巧流女士 Ms. H. L. Kwong 林鳳鳴女士 Ms. F. M. Lam 林余忠先生 Mr. Y. C. Lam 李文達先生 Mr. M. T. Lee 梁順玲女士 Ms. S. Y. Leung 黑碧燕女士 Ms. S. Y. Leung 从 Ms. P. Y. Ma 以下ginia S. C. Ng 吴元香女士 Ms. Miki Y. H. Ng 舒重蘭女士 Ms. C. L. Shu 湯嘉慧女士 Ms. K. W. Tong 楊碧雲女士 Ms. P. Y. Yang

葉世強先生 Mr. S. K. Yip



服務延展

「生命・歴情」體驗館

Service Extension

Life Journey Centre



體驗館波動由青年人擴展至較年長人士,一同走在人生歷程上, 更珍惜身邊人。

For this year, Life Journey Centre extends its service to adults. All walks of life are on the same life journey, cherish the beloved around.

體驗館服務成效再次獲得肯定,於20(5年獲私聯領發「卓越實踐死私福」獎勵計劃的「十大卓越服務獎」。

Life Journey Centre gained acknowledgement again in 20 (S when it was awarded the "Top Ten Outstanding Service Award" as part of the Best Practice Awards in Social Welfare of the Hong Kong Council of Social Service.





由 20(3 年閏 館之今, 體 職 館參 か 素 人 數 已 經 超 過 25,600 人。 Since its opening in 20(3, Life Journey Centre received over 25,600 persons from different sectors.

「生命・歷情」體驗館自 2013 年開展服務以來,得到各界的支持及鼓勵,認為體驗活動不僅適合年輕人,更能有助社工、老師、前線員工等發揮「以人為本」的服務精神。有見及此,體驗館於本年度增設成年人體驗團,希望參加者能夠透過體驗活動重新認識生命及反思人生的意義。累積至本年度,體驗館已經接待近 5,100 位來自本地及海外的非牟利機構、慈善及宗教團體等成年人參加體驗活動。

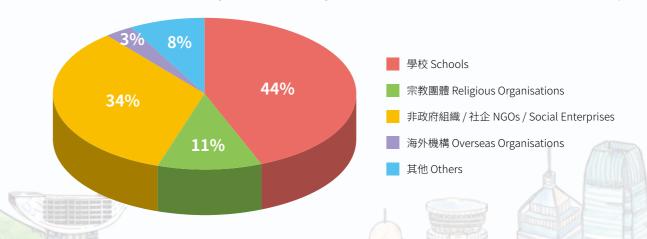
另一方面,體驗館在 2015 年「卓越實踐在社福」獎勵計劃中得到評審員及各界肯定,獲得由社聯頒發「十大卓越服務獎」。評審員對體驗館有相當高的評價,認為無論概念、執行及場景設計都非常創新,能夠善用科技,使參加者用全新角度,認識生命。

體驗館於新年度將進一步開辦企業體驗團及銀齡體 驗團,讓不同層面的人士能藉著體驗反思生命的價值、 珍惜時間及家人。 Since its opening in 2013, the Life Journey Centre has gained support and encouragement from various walks of life. The Centre's activities not only meet the needs of young people, but also help social workers, teachers to develop a "people-oriented" spirit of service. With this in mind, this year the Centre started receiving adult groups, leading them to gain positive views on ageing and life. Since the Centre commenced its operation, we have received almost 5,100 adults from local and overseas non-profit organisations, as well as charitable and religious organisations.

In addition, the Centre gained recognition from the judges of the "Best Practice Awards in Social Welfare 2015" and awarded the "Top Ten Outstanding Service Award" of the Hong Kong Council of Social Service. The judges honoured the Centre with positive remarks, and a special mention was made with regard to the Centre's innovative concept, execution and scenes, as well as the use of technology to help participants understand life from a whole new perspective.

In the coming year, the Centre will further extend service to groups from enterprises and silver aged group, to allow people from different levels of society to reflect on the meaning of life and to treasure their time and their family.

由 2013 年開始至今參與「生命・歷情」體驗的團體:636 (共 25,600 人) The Number of Tours Recevied by the Life Journey Centre Since 2013:636 (Total: 25,600 Participants)





老友網繼續鼓勵銀齡人士追求夢想

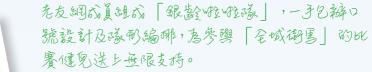
新製作微電影:《打、德、好》

Encourage the Silver Generation to Pursue their Oreams Silver Age Club - The production of micro-film *Beat It*



銀盤製作室又一力作《打、德、好》微電影,於彎仔鵝頸橋實景拍攝,原对原味呈視香港傳統「打小人」文化;協會更攀離首映禮,邀請老友網會員優先觀賞微電影。

The Silver Age Studio presented its latest production, a micro-film Beat It. The movie was filmed under the Canal Road flyover, a famous spot for the traditional Hong Kong culture of "villain hitting". We organised a premiere for members of the Silver Age Club to preview the micro-film.



Members of the Silver Age Club formed a "Silver Age Cheerleading Team", which came up with slogans and choreography to cheer on and support the participants in the RunOurCity races.







「全城街馬」強動當日天氣酷熱,銀盤製作室成員仍全時投入。

Tt was a hot day at the RunOurCity races. However, the enthusiasm of the members of the Silver Age Studio was not dampened in any way.

老友網本年度透過舉辦不同的網上活動及多姿多采的「活躍銀齡」活動,包括參與「全城街馬」、合作舉辦香港電台「銀齡 DJ 比賽」及銀齡製作室參與「不老騎士」環台紀錄拍攝項目等,鼓勵銀齡人士繼續追求夢想,享受豐盛第三齡生活。

「銀齡製作室」本年度製作微電影新作品《打、德、好》, 以風趣的喜劇形式拍攝地道香港「打小人」傳統,承傳 香港地道文化,當中更邀請年輕人與製作室成員一同 參與,推廣長幼共融。協會於2016年8月為《打、德、好》 舉辦首映禮,邀請老友網會員優先觀賞。 This year the Silver Age Club continued its efforts on encouraging its members to pursue their dreams and enjoy their life in the "Third Age" by organising various online activities and "Active Silver Age" events. These funfilled gatherings included participating in "RunOurCity", jointly organising the "Silver Age DJ Competition" with RTHK, and taking part in the shooting of the documentary "Go Grandriders" in Taiwan.

This year, the Silver Age Studio produced the micro-film *Beat It*, which takes a humourous look at Hong Kong's traditional local culture of "villain hitting". The production team also invited young people to participate in the production process with a view to promoting integration across generations. We organised a premiere for *Beat It* in August 2016 and invited Silver Age Club members to enjoy the micro-film preview.





支援長者小業主面對強拍及收購

支援少數份數擁有人(舊樓小業主)外展服務(先導計劃)

Full Support for Elderly Owners facing Compulsory Sales and Acquisitions
Outreach Support Service for Minority Owners (Pilot Scheme)

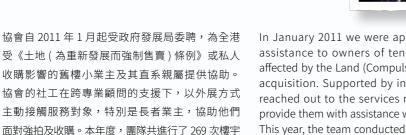


協會說冊社工何受私人發展高收購及強指影響的是香業主提供個案支援。

The registered social workers of us provide case support to elderly owners who are affected by property acquisition by private developers and compulsory sales.

協會攀離「細味·舊區·重生」公簽導賞 團,帶領市民參觀舊區,提升他們對強稻及 舊樓收購的了解。

We organised several public guided tours to take public members to old districts so as to enhance their understanding of compulsory sales and acquisitions of tenement building units.



為了加強公眾對強拍的認識,本年度協會首次舉辦舊區導賞團,社工帶領市民到受重建影響的舊區參觀並講解社區更新和強拍的情況。此外,為了加強宣傳調解在強拍個案的作用,協會與聯合調解專線辦事處合辦了4場應用工作坊,向逾80位認可調解員、議員及社工提供調解訓練。

宣傳,1,071戶家訪及舉行了37場地區教育講座。



In January 2011 we were appointed by the Development Bureau to provide assistance to owners of tenement building units and their direct relatives affected by the Land (Compulsory Sale for Redevelopment) Ordinance or private acquisition. Supported by inter-professional consultants, our social workers reached out to the services recipients and to elderly owners in particular, to provide them with assistance when faced with compulsory sales and acquisitions. This year, the team conducted a total of 269 promotions in buildings, 1,071 home visits and 37 district education talks.

In order to enhance the understanding on compulsory sales of the public, launched guided tours to old districts for the public for the first time ever. Our social workers took citizens to visit old districts affected by re-development and explained the situation regarding to urban renewal and compulsory sales. In addition, in order to enhance the promotion of the role of mediation in compulsory sales cases, we also jointly organised four mediation application workshops with the Joint Mediation Helpline Office. Mediation training was also provided to over 80 Accredited Mediators, Councillors and social workers.



Operates as Social Enterprise





平安服務 拓展合作夥伴 實踐居家安老

Call and Care Service

Extension of Partnership to Foster Ageing in Place





Our e-Care Link Service has been further upgraded to make it compatible with smartphones using the iOS operating system.

協會首位失時的平安服務事員 及其導育尤夥伴,一同為会港長 者平安出力。

Our first visually impaired Call and Care Service Operator and his guide dog are both contributing to the safety and care of seniors in Hong Kong.





協會參與貧居黃金時代展覽暨高峰會,展示協會為本港實踐居家安老的努力成果。

We participated in the 1st Golden Age Expo and Summit, showcasing the contribution of SCHSA in the "ageing in place" of Hong Kong.

協會營運踏入第20年,繼續為「平安服務」使用者提供專業可靠的24小時全天候呼援及關懷服務,並持續提升服務質素,為新一代銀齡人士提供更多選擇。

協會深信運用現代通訊科技加上貼心服務,能有效提升 銀齡人士的生活質素。有見及此,協會於 2016 年 6 月與 電訊商夥伴數碼通攜手合作,將「智平安®」服務再升級 至支援 iOS 智能手機,服務亦同時支援 Android 智能 手機。服務使用者只須啟動「智平安」應用程式,連接 藍牙遙控,便可隨時隨地聯絡協會 24 小時「平安服務」 熱線中心,取得所需資訊或支援。

此外,於本年度協會聘請首位失明人士擔任平安服務 專員,負責向「平安服務」使用者打出關顧電話及提供 短期情緒支援。同事及其導盲犬已經成功融入協會工作 環境,與協會上下一同為長者平安出力。

另一方面,協會參與 2016 年度首屆黃金時代展覽暨高峰會,向公眾展示智能家居科技應用配合協會 24 小時呼援及關懷服務,可輕易提升長者生活質素,實踐居家安老。

展望下年度,協會將進一步拓展與不同界別的夥伴合作, 攜手為全港銀齡人士提供更優質服務,實現提升長者於 社區的生活質素的願景。 Entering its twentieth year of operation, the Association's Call and Care Service provides users with professional and reliable 24-hour personal care and emergency assistance services, and continues with service upgrade and offer more choices to the new silver generation.

The Association believes that with the support of telecommunication technology and caring services, the living quality of the elderly can be effectively enhanced. To this end, we started the partnership with the local telecommunication service operation SmarTone in June 2016 and upgraded the e-Care Link Service to extend its compatibility to smartphones with iOS operating system.

In addition, we have recruited our first visually impaired Call and Care Service Operator to make caring calls to Call and Care Service users and to offer immediate emotional support. He and his guide dog have successfully become a part of the SCHSA family, contributing to the peace of mind of the elderly.

We also participated in the first Golden Age Expo and Summit to showcase the integration of our renowned 24-hour personal care and emergency assistance services into smart home technology applications so as to introduce our efforts in fostering "ageing in place" in Hong Kong.

Looking into the year ahead, the Association will further enhance cross-sector collaborations to provide quality territory-wide elderly services to realise SCHSA mission of enhancing the quality of life of the elderly in the community



社區長者照顧服務

管家易(社企項目)

Support Services for Elderly in the Community EasyFlome Service





管家易服務為全港家庭提供全面包蓄服務,於本年度服務包養逾 (1,000 人次。

The EasyHome Service provides comprehensive Elderly services to the families in Hong Kong. This year, we provided services on over (1,000 occasions.

本年度協會管家易服務加強與地區長者中心及慈善基金 等合作,繼續為有需要人士提供包括長者照顧、陪診、 離院照顧、復康訓練及家務助理服務等,年度內為超過 11,000 人次的長者提供服務,當中更有四分之一是屬於 深受服務使用者信賴的星級服務。

此外,為提升管家易服務助理的服務質素,協會於年度 內亦舉行不少相關培訓活動。

This year, the EasyHome Service has strengthened co-operation with District Elderly Community Centres and charitable funds, and continues to provide the needy with elderly care, escort service, discharge support, recovery training and domestic help services. During the year, we provided services to the elderly on more than 11,000 occasions, and a quarter of these services were classified as star services, which are always having good word-ofmouth from the service users.

In addition, in order to enhance the service quality of EasyHome Service Helpers, we held training sessions during the year.



協會運作

Operation





建構愉快工作環境

協會員工

An Office Full of Smiles
Our Staff



同事由室内走到室外,協會安那不同類型的強動,提升同事身心健康。

Our colleagues have ventured both indoors and outdoors to participate in a variety of activities. The events help to enhance the physical and mental health of the staff.





真工培訓都可以以3以说!訓練提升真工潛能之餘,更促進部門間合作。

Staff training can be a lot of fun! Training brings out staff potential and also enhances interdepartmental co-operation.



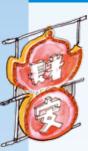
本年度協會積極推動關愛文化,並藉著提倡「歡笑」, 帶動員工身體及心靈健康,包括定期舉辦多元化活動、 送上窩心時令食品,營造愉快工作環境。

在人才發展計劃及培訓方面,協會推行系統化督導技能培訓,讓帶領團隊的員工更掌握督導技巧,發揮團隊影響力及提升個人潛能。另一方面,協會亦提供不同的培訓項目及知識分享會,讓員工有更多的學習機會,在工作崗位上精益求精,積極投入工作。

於新年度,協會將推行跨團隊協作項目,以增進團隊 之間彼此學習的機會,加強溝通渠道,建立團隊互信。 此外,亦會發展人才規劃項目,重點培育具潛質的 同事,強化管理團隊之能力。 This year we have been actively promoting a culture of care. By encouraging staff to smile, we aim to enhance the physical and mental health of our staff. By organising a wide range of activities on regular basis and offering seasonal food to our staff, we strive to create a happy work environment.

In the area of human resources development and training, we run systematic training for team leaders to acquire leadership skills, and for them to influence the whole team and strengthen their personal potential. In addition, we also organise various training projects and knowledge-sharing sessions to offer our staff more learning opportunities, so as to consistently improve job performance while at the same time contributing at full commitment.

In the coming year, we will launch inter-department collaboration projects to foster experience exchange and mutual learning. It aims to strengthen communication channels and establish mutual trust between the teams. In addition, talent planning projects will also be developed with a focus on colleagues with potential and to strengthen their team management abilities.



財政表現

Financial Performance

財務摘要 Financial Highlights

長者安居協會董事會須負責遵照香港會計師 公會頒佈之《香港財務報告準則》及香港 《公司條例》編製具反映真實兼公平觀點之 財務報表,並落實其認為編製財務報表所 必要的內部監控,以使財務報表不存在由於 欺詐或錯誤而導致的重大錯誤陳述。

協會 2015-2016 會計年度錄得盈餘為港幣 \$1,669,233。總收入為 \$132,627,464,主要 來源為服務使用者支付的服務費及公眾人士 的捐款。總支出為 \$130,958,231,為員工 支出、銷售成本、推廣及廣告費用、折舊及 其它運作支出等。 The Board of Directors of Senior Citizen Home Safety Association is responsible for the preparation of financial statements that give a true and fair view in accordance with Hong Kong Financial Reporting Standards ("HKFRS") issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") and the Hong Kong Companies Ordinance, and for such internal control as the Board of Directors determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

The Association recorded a surplus of HK\$1,669,233 in financial year 2015-2016. Total income in amount of \$132,627,464, source of income mainly arising from service fee charging to the relevant service user, donation and sponsorship donated from general public. Total expenditure in amount of \$130,958,231, being staff costs, costs of goods sold, promotion and advertising expenses, depreciation and other operating expenses.

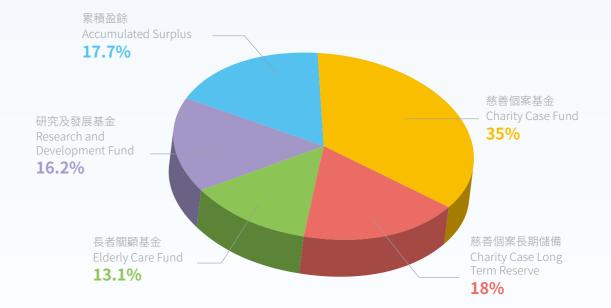
收入 Income	2015-201 年度 Finanica		2014-2015 年度 Finanical Ye	ear
	港幣(HK) \$		港幣(HK) \$	
運作收入 Operating Income	93,418,599	70.5%	93,640,204	72.3%
- Call and Care Service Fee 「平安服務」收入	85,969,831		85,264,158	
- EasyHome Service Income 管家易家居服務收入	7,448,768		8,376,046	
公眾捐款 Public Donation	19,091,158	14.4%	17,681,218	13.7%
香港賽馬會慈善信託基金捐款 The Hong Kong Jockey Club Charities Trust Donation	9,834,282	7.4%	9,834,282	7.6%
- Renovation and equipping the new Oi Man Centre 翻新及裝置新愛民中心				
利息及投資 Interest and Investments	2,958,012	2.2%	2,916,115	2.2%
其他收入 Other Income	7,325,413	5.5%	5,409,623	4.2%
總收入 Total Income	132,627,464	100%	129,481,442	100%

支出 Expenditure	2015-2016 年度 Finanical Year		2014-2015 年度 Finanical Year	
	港幣(HK) \$		港幣(HK) \$	
服務運作 Operating Expenses	94,422,329	72.1%	92,024,327	71.7%
- Promotion and advertising 推廣及廣告費	6,701,327		6,019,108	
- Staff costs 員工支出	67,032,091		64,519,799	
- Other expenses 其他運作支出	20,688,911		21,485,420	
折舊 Depreciation	18,455,519	14.1%	18,791,557	14.6%
銷售成本 Cost of goods sold	15,286,819	11.7%	14,962,086	11.6%
籌款 Fundraising expenses	2,793,564	2.1%	2,652,389	2.1%
- Direct fundraising expenses 籌款活動支出	1,232,874		1,376,470	
- Other expenses 其他相關活動支出	1,560,690		1,275,919	
總支出 Total Expenditure	130,958,231	100%	128,430,359	100%

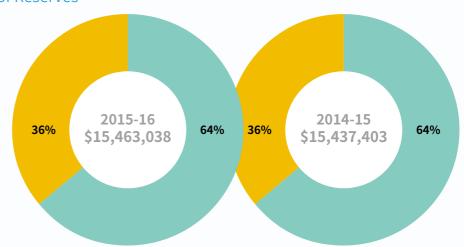
儲備 Reserves

長者安居協會為自負盈虧的社會企業及非牟利慈善團體,主要透過營運24小時呼援及關懷服務熱線中心向長者及有需要人士提供呼援及關懷服務,及其生活上的各項需要。此外,協會更致力發展及推廣各項長者服務,為有需要人士提供更完善的社區生活環境。因此,協會撥出營運儲備及捐款贊助成立相關慈善基金幫助有需要人士。

Senior Citizen Home Safety Association operates as a self-financing social enterprise and charitable organisation, the principal activities of the Association are the provision of 24-hour personal caring and emergency assistance services and various assistance to respond to the every-day needs of local elderly to ensure that they are under proper protection and care. The Association also endeavors to enhance the quality of the lives of the elderly and needy in the community by developing and promoting various welfare services. In particular, the Association devotes the operation surplus and donations and receipts from general public to related charity fund to support those needy.



儲備項目開支 - 基金運用 Application of Reserves



	2015-2016 港幣 (HK)\$	2014-2015 港幣 (HK)\$
慈善個案基金 Charity Case Fund	9,946,092	9,825,886
長者關顧基金 Elderly Care Fund	5,516,946	5,611,517

獨立核數師報告 Independent Auditor's Report



Independent Auditor's Report 獨立核數師報告書

To the members of 效各會員

Senior Citizen Home Safety Association

長者安居服務協會

(incorporated in Hong Kong with liability limited by guarantee and not having a share capital) (於香港註冊成立並以擔保及無股份形式作為有限責任的有限公司)

Home Selvey Association ("the Association") set out on pages (「青龍會」)之財務报表、此財務报表包括於 6 to 43, which comprise the statement of financial position as 2016年8月31日之協會財務狀況表,及裁主该 at 31 August 2016, and the statement of comprehensive 日上年度之全面收入與支出跟表、基金變動表布 Income and expenditure, the statement of changes in funds 现金流量表,以及主要會計成策概要及其他附註 camployed and the statement of each flows for the year then ##Fe ended, and a summary of significant accounting policies and other explanatory information.

Directors' responsibility for the financial statements

Certified Public Accountants ("HKICPA") and the Hong あ導效的重大錯誤陳述。 Kong Companies Ordinance, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's responsibility

and plan and perform the audit to obtain reasonable 任何变大精訊路远。 assurance about whether the financial statements are free from moterial misstatement

We have audited the financial statements of Senior Citizen 。我們思客被列載外第 6 至 43 頁長者安居服券協會

董事會站製財務报表之責任

The directors of the Association are ruspossible for the 董事會頭負責選照券港會計解公會網絡之《香港財務 preparation of financial statements that give a true and thir * 報告車用》及壽港《公司條例》論製具反映真實兼会 view in accordance with Hong Kong Financial Reporting 一视路之时持报表,並落實其認為緘梨財務數表所必 Standards ("HKPRSs") issued by the Hong Kong Institute of 参约内邻监控,以使对转报表不存在由特效均或错误

核数部的责任

Our responsibility is to express an opinion on these financial 我們的責任是根據我們審核對核等財務報表作出 statements based on our audit and to report our opinion solely 意见,亚胺香港《公司條例》第 405 舱,採煤表 to you, as a body, in accordance with section 405 of the 们容被工作的结果野該等財務報表表達獨立意 Hong Kong Companies Ordinance, and for no other 见, 盖惟向各董事(作為整體)作出報告,而非 liability to any other person for the contents of this report. 何其他人士承擔責任或法律責任。我们已根據要 We conducted our audit in accordance with Hong Kong 港會計解公會頭牌的《香港客計單詞》进行客 Standards on Auditing issued by the HKICPA. Those 核。这些犀刺要求我们遵守道德规範,並提對及

MAZARS CPA LIMITED 13. 漢 自計但享得所有集公司

42ND FLOOR, CENTRAL PLAZA, 18 HARBOUR ROAD, WANCHAI, HONG KONG 香港灣仔港灣道18號中景美區42種 Tel.: (852) 2909 5555 - FAX: (852) 2810 0032 - info@mazzes.hk - www.mazzes.hk



MMMAZARS

Independent Auditor's Report 獨立核數師報告書

To the members of 较条章员

Senior Citizen Home Safety Association 長者安居服務協會

(incorporated in Hong Kong with fiability limited by guarantee and not having a share capital) (於香港社构成立並以擔保及無股份形式作為有限責任的有權公司)

Auditor's responsibility (Continued)

An audit involves performing procedures to obtain audit 審核包括進行程序以程取有關或等財務很及所數金額 evidence about the amounts and disclosures in the financial 及披露資料之憑證,所避定之程序取決於或例之刊 An audit also includes evaluating the appropriateness of 18% accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial statements

opinion.

Opinion

In our opinion, the financial statements give a true and fair 我們認為,該等財務报表已根據《香港財務報告專 In our opicion, the financial statements give a free and fair 我们这点,该专用特权之比较《专序的特技专业iew of the financial position of the Association as at 31 August 2016, and of its financial performance and cash flows for the year then ended in accordance with HKFRSs and have been properly prepared in compliance with the Hong Kong Companies Ordinance.

Certified Public Accountants Hong Kong, 23 Merch 2017

Wow

Fung Shin Hang Practising Certificate number: P04793 被叛抑的责任 (號)

evidence about the amounts and decreases in the translation of the procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstanement of the financial statements, whether due to fread or error. In making those risk assessments, the auditor kny and the second of the second or error. In making those risk assessments, the auditor kny and k considers internal central relevant to the entity's preparation of the financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control.

We believe that the audit evidence we have obtained is 我們相信,我們所獲得之客核憑證就提出審核意見而

意見

抗黄金沙狗 香港, 2017年3月23日

满兆恒

告港執業會計師沒書編號:P04793



Acknowledgements

由於篇幅所限,致謝名單不能盡錄,如有遺漏,謹此致歉。 Owing to limited space, we regret for being unable to list all the partners and names.

公司

Companies

先作科技有限公司 Apptask Ltd.

亞太通訊衛星有限公司 APT Satellite Company Ltd.

亞洲資本再保險集團有限公司 Asia Capital Reinsurance Group Pte. Ltd.

亞洲貨櫃碼頭有限公司 Asia Container Terminals Ltd.

Atkinson Lambert Ltd.

Audentia Advisors Inc.

中國銀行(香港)有限公司 Bank of China (Hong Kong) Ltd.

威裕環球控股有限公司 BPS Global Holdings Ltd.

保柏(亞洲)有限公司 Bupa (Asia) Ltd.

中原地圖有限公司 Centamap Company Ltd.

中環廣場管理有限公司 Central Plaza Management Co. Ltd.

師傅高有限公司

CFu Go Ltd.

致興置業有限公司 Chi Hing Investment Co Ltd.

志基置業有限公司 Chi Kee Investment Co Ltd.

中國移動香港有限公司 China Mobile Hong Kong Co. Ltd.

俊和發展集團

Chun Wo Development Holdings Ltd.

港基物業管理有限公司 Citybase Property Management Ltd.

智設計工房

Clifton Leung Design Workshop 保信財務有限公司

Credit One Finance Ltd.

香港移動通訊有限公司 CSL Mobile Ltd

文化村(長者用品展銷中心)有限公司 Culture Homes Centre Ltd.

大昌行集團有限公司 Dah Chong Hong Holdings Ltd.

銘緣會有限公司 Destiny Community Ltd. DP World Asia Ltd.

Event Elite Production and Promotion Ltd.

大快活集團有限公司 Fairwood Holdings Ltd.

卓峰國際有限公司

First Chance International Ltd.

恆益物業管理有限公司 Hang Yick Properties Management Ltd.

興勝建築有限公司

Hanison Construction Company Ltd.

烘雅薰蒸 Healthy Key

香港興業國際集團 HKR International Ltd.

香港港安醫院

Hong Kong Adventist Hospital

香港電訊有限公司

Hong Kong Telecommunications Limited

和記電訊香港控股有限公司 **Hutchison Telecommunications** Hong Kong Holdings Limited

International Mediapie Ltd.

升怡財務有限公司 Joy Advance Finance Ltd.

瓊華有限公司 King Wah Co Ltd.

廣興五金塑膠廠有限公司 Kwong Hui Metal Plastic Factory Ltd.

嶺港有限公司 Lead Field Corporation Ltd.

領展物業有限公司 Link Properties Ltd.

Markant Trading Organisation (Far East)

瑪澤會計師事務所有限公司 Mazars CPA Ltd.

Morgan McKinley

mSolution Consultants Ltd.

香港鐵路有限公司 MTR Corporation Ltd.

南記春卷粉麵有限公司

Nam Kee Spring Roll Noodle Co Ltd.

網匯科技有限公司 Networld Technology Ltd.

新世界第一渡輪服務公司 New World First Ferry Service Ltd. NTT Com Asia Ltd

香港海洋公園

Ocean Park Hong Kong

必偉實業有限公司 Parawin Industries Ltd.

柏齡物業管理有限公司

Parkland Property Management Ltd.

飛利浦電子香港有限公司

Philips Electronics Hong Kong Ltd.

保心安藥廠有限公司

Po Sum On Medicine Factory Ltd.

安信信貸有限公司 PrimeCredit Ltd

卓健醫療服務有限公司

Quality HealthCare Medical Services Ltd.

安全貨倉有限公司 Safety Godown Co Ltd.

瑞安物業管理有限公司

Shui On Properties Management Ltd.

銀享全球股份有限公司 Silver Linings Global Inc.

Sin Sin Ltd.

信和物業管理有限公司 Sino Estates Management Ltd.

數碼通電訊集團有限公司

SmarTone Telecommunications Holdings Limited

運動家有限公司 Sportshouse Ltd.

標準人壽保險 (亞洲) 有限公司 Standard Life (Asia) Ltd.

天開數碼媒體有限公司 TFI Digital Media Ltd.

天星小輪有限公司

The "Star" Ferry Company, Ltd.

東亞銀行有限公司

The Bank of East Asia, Ltd. 香港上海滙豐銀行有限公司

The Hongkong and Shanghai Banking Corporation Ltd.

香港大學法律及資訊科技研究中心 The Law & Technology Centre of The University of Hong Kong

不假思索有限公司

Thinking Without Thinking Ltd.

新達廣場 Uptown Plaza 威富(亞洲區)有限公司 VF Asia Ltd.

采風電影有限公司 Visible Record Ltd.

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Wellness Psychological Consultancy Services

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Mr. Chan Kai Shun

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Ms. Chu Ching Wah

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方志先生 Mr. Fong Chi

Ms. Fong Lai Kuen

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Ms. Fung Suk Yin

馮玉冰小姐 Ms. Fung Yuk Bing

Mr. Fok Ping Chiu

Mr. Helmut Schwarting 向麗容小姐

Ms. Heung Lai Yung 何李藹慈女士

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童三軍先生

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曾智明先生

Mr. Tsang Chi Ming

曾慶文先生

Mr. Tsang Hing Man

Ms. Tseung Chui King

Ms. Landy Wai

王春波醫生

Dr. Wong Chun Por

汪家智先生

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黃家澧先生 Mr. Wong Ka Lai

黃國基先生

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Mr. Wong Yan Hin

黃秀琼小姐 Ms. Wong Sau King

黃淑兒女士

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Mr. Yang Man Biu

邱俊源先生

Mr. Yau Chun Yuen

游淑如小姐

Ms. Yau Suk Yu, Yvonne

楊國樑先生

Mr. Edward Yeung 楊啟基律師

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Mr. Jackson Yuen

袁美玲女士

Ms. Yuen Mei Ling

Mr. Yuen Tat Keung

翁國源先生

Mr. Yung Kwok Yuen, Dillon

翁少珊小姐

Ms. Yung Siu Shan

周坤儀小姐

Ms. Zhou Kun Yi, Nicole

梁玉英小姐

許弘基先生

吳偉泉先生

王宇來先生

馬麒雄先生

吳桂英女士

法人團體

Corporate Bodies

建造業議會

Construction Industry Council

市區重建局

Urban Renewal Authority

非牟利及義工團體 **Community Groups**

五餅二魚

5Loaves2Fish

義務工作發展局

Agency for Volunteer Service

青松侯寶垣長者鄰舍中心

Ching Chung Rev. Hau Po Woon Neighbourhood Elderly Centre

基督教宣道會基石堂

Christian & Missionary Alliance Kei Shek

Church

Crossroad Community Baptist Church

劍雪同盟

Drama Alliance

Enagic Hong Kong Co., Ltd.

蓬瀛仙館大埔長者鄰舍中心

Fung Ying Seen Koon-Tai Po Social Centre for the Elderly

跑馬地鵝頸橋街坊福利會

Happy Valley and Canal Road District Kai Fong Welfare Association

香港機場經理協會 Hong Kong Airport Manager Association

香港女童軍總會

Hong Kong Girl Guides

香港聖公會麥理浩夫人中心

Hong Kong Sheng Kung Hui Lady MacLehose Centre

聯合調解專線辦事處

Joint Mediation Helpline Office

九龍城浸信會長者鄰舍中心 Kowloon City Baptist Church Neignbourhood Elderly Centre

香港樂心會

Life Commitment Charity Club

漪漣社

Love in Ripples

九龍城區耆樂警訊

Senior Police Call 香港基督女少年軍

The Girls' Brigade Hong Kong

香港青年協會青年義工網絡

The Hong Kong Federation of Youth Groups: Youth Volunteer Network

香港佛教真言宗女居士林

The Hong Kong Mantra Institute for Lay Women Buddhists

尊賢會

The Jade Club

東井圓佛會

Tung Cheng Yuen Buddhist Association

義工運動

Volunteer Movement

YouthOnline Association

協青社

Youth Outreach

社區義工聯線

太極同學會

天主教聖雲先會奧撒南綜合服務中心

新界南防止罪案辦公室青少年保護組

謝淑珍議員辦事處

將軍澳義工聯盟

學校

Schools

(Wanchai)

庇理羅士女子中學 Belilios Public School

香港小童群益會樂緻幼稚園 (灣仔) **BGCAHK Cheerland Kindergarten**

基督教宣道會太和幼稚園

C & MA Church Tai Wo Kindergarten

中華基督教會長洲堂錦江小學 C.C.C. Cheung Chau Church Kam Kong

中華傳道會呂明才小學

C.N.E.C. Lui Ming Choi Primary School

Primary School

Caritas Institute of Higher Education

Caritas St Joseph Secondary School

迦密柏雨中學

Carmel Pak U Secondary School

長沙灣天主教英文中學

Cheung Sha Wan Catholic Secondary School

Ching Chung Hau Po Woon Secondary

宣道會陳朱素華紀念中學

Christian Alliance S W Chan Memorial College

Christian And Missionary Alliance Church

基督教宣道會茵怡幼稚園

Verbena Kindergarten

香港城市大學

City University of Hong Kong

香港浸會大學國際學院

College of International Education, Hong Kong Baptist University

啟思小學附屬幼稚園

Creative Primary School's Kindergarten

基督教香港信義會將軍澳幼稚園 ELCHK Tseung Kwan O Kindergarten

Evangel College

鳳溪創新小學

Fung Kai Innovative School

優才 (楊殷有娣)書院

G.T. (Ellen Yeung) College

香港基督教女青年會荃灣幼兒學校 HKYWCA Tsuen Wan Nursery School

天神嘉諾撒學校

Holy Angels Canossian School

聖三一堂小學

Holy Trinity Primary School

Hong Chi Morningjoy School, Yuen Long

匡智屯門晨曦學校

Hong Chi Morninglight School, Tuen Mun 香港浸會大學

Hong Kong Baptist University

香港科技專上書院 Hong Kong Institute of Technology

香港道教聯合會圓玄學院第三中學 Hong Kong Taoist Association The Yuen

Yuen Institute No. 3 Secondary School

香港教師會李興貴中學 Hong Kong Teachers' Association Lee Heng Kwei Secondary School

Hong Kong University of Science and Technology

香港理工大學活齡學院 Institute of Active Ageing, the Hong Kong Polytechnic University

九龍城浸信會禧年小學 Kowloon City Baptist Church Hay Nien Primary School

九龍工業學校

Kowloon Technical School

觀塘官立中學

Kwun Tong Government Secondary School 觀塘功樂官立中學 Kwun Tong Kung Lok Government

Secondary School

荔景天主教中學 Lai King Catholic Secondary School

學之園幼稚園暨雙語幼兒園(凱帆薈) Learning Habitat Kindergarten & Bilingual Nursery (Hampton Loft)

嶺南鍾榮光博士紀念中學

Lingnan Drs Chung Wing Kwong Memorial Secondary School

嶺南大學

Lingnan University

世界龍岡學校劉皇發中學

Lung Kong WFSL Lau Wong Fat Secondary School

馬鞍山靈糧小學

Ma On Shan Ling Liang Primary School

瑪利諾修院學校 (中學部) Maryknoll Convent School

瑪利諾神父教會學校

Maryknoll Fathers' School

瑪利曼中學

梅窩學校

Marymount Secondary School

Mui Wo School

寧波公學

Ning Po College 保良局蔡繼有學校

Po Leung Kuk Choi Kai Yau School

香港培道中學 Pooi To Middle School

海怡寶血小學 Precious Blood Primary School

(South Horizons) 聖公會偉倫小學

S.K.H. Wei Lun Primary School 西貢崇真天主教學校(小學部) Sai Kung Sung Tsun Catholic School

(Primary Section)

南亞路德會沐恩中學 SALEM-Immanuel Lutheran College

SKH Bishop Mok Sau Tseng Secondary

聖公會莫壽增會督中學

聖公會李福慶中學 SKH Li Fook Hing Secondary School

聖愛德華天主教小學

St. Edward's Catholic Primary School 香港神託會培敦中學

Stewards Pooi Tun Secondary School

中華基督教會協和書院 The Church of Christ in China Heep Woh College

香港教育大學 The Education University of Hong Kong

香港理工大學 The Hong Kong Polytechnic University

香港真光中學幼稚園 The True Light Middle School Of Hong Kong

真光女書院 True Light Girls' College

真理浸信會榮光幼稚園 Truth Baptist Church Glory Nursery 真理浸信會何袁惠琼幼稚園

Truth Baptist Church Ho Yuen Wai King Kindergarten

Tsuen Wan Government Secondary School

東涌天主教學校

職業訓練局

仁濟醫院王華湘中學

Secondary School

發展局 Development Bureau

香港消防處

香港房屋委員會 Hong Kong Housing Authority

Hong Kong Housing Society

Hong Kong Monetary Authority

香港存款保障委員會

Hong Kong Deposit Protection Board

Hong Kong Observatory

Hong Kong Police Force

Housing Department

基金

陳楊福和基金有限公司 Chen Yang Foo Oi Foundation Ltd.

林淑儀醫生基金會有限公司

港澳台灣慈善基金會

弘道老人福利基金會

荃灣官立中學

Tung Chung Catholic School

Vocational Training Council

Yan Chai Hospital Wong Wha San

油蔴地天主教小學 Yaumati Catholic Primary School

Yuen Long Catholic Secondary School

政府部門 **Government Departments**

Buildings Department

Hong Kong Fire Services Department

香港房屋協會

香港金融管理局

香港天文台

香港警務處

醫院管理局 Hospital Authority

社會福利署 Social Welfare Department

Foundations

Dr Louisa Lam Foundation Ltd. HK & Macau Taiwanese Charity Fund Ltd.

Hondao Senior Citizen's Welfare

Foundation





葉志成慈善基金有限公司 Ip Chi Shing Charitable Foundation Ltd.

愛心聖誕大行動 Operation Santa Claus

紀恩基金有限公司 Remad Foundation Ltd.

覺光法師慈善基金 Reverend Kok Kwong Charitable Foundation

香港醫學會慈善基金 The HK Medical Assoication Charitable Foundation

香港賽馬會慈善信託基金 The Hong Kong Jockey Club Charities Trust

伍宜孫慈善基金會有限公司 Wu Yee Sun Charitable Foundation Ltd.

應善良福利基金會 Yin Shin Leung Charitable Foundation

傳媒

Media

親子王國 Baby Kingdom

D100

香港討論區、Uwants Discuss & Uwants (Networld Technology Ltd.)

香港商業廣播有限公司 Hong Kong Commerical Broadcasting Co., Ltd.

明報集團 Ming Pao Magazines Ltd.

新傳媒集團有限公司 New Media Group Ltd.

香港電台 Radio Television Hong Kong

路訊通 Roadshow

電視廣播有限公司 Television Broadcasts Ltd.

U Magazine





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