



Social Innovation and Business Insights

社會創新與商機

Get prepared for an Ageing Population

預備高齡化社會的來臨

Introduction

ONE out of FOUR people in Hong Kong will be aged 65 in next decades. Acknowledging the significance of ageing society and its challenges in nearly all aspects of our society and businesses - housing, transportation, insurance, financing, health, food, personal services, etc - we need new ideas and new concepts to shape the development of new products and services. In the midst of unmet needs, there are opportunities for businesses and partnership with NGOs. The spirit of social innovation is the key to capture those opportunities.

In the conference, dreamers and visionary leaders from NGOs, professionals, academics, businesses and government, local or overseas, will gather and share wisdom. They will inspire participants for innovative ideas - helping them to get prepared for an ageing society.

We are pleased that this conference is jointly presented by HKCSS, International Federation on Ageing and the Faculty of Health and Social Sciences of the Hong Kong Polytechnic University. We are sure that you will find a stimulating conference, offering a wide perspective to make your involvement an interesting one.

Details

- Date:** 20 June 2008 (Friday)
Time: 9:15am - 5:30pm (Registration starts at 8:45am)
Target: Agency heads, project officers, practitioners and those who wish to explore the challenge and opportunity of elderly service innovation in their own NGOs and business.
Venue: Auditorium, 1/F Duke of Windsor Social Service Building, 15 Hennessy Road, Wanchai, Hong Kong
Medium: Chinese and English
Fees: HK\$450 (early bird HK\$300)
Early Bird Date : 6 June 2008
Coordinator : Ms. Grace Chan (Chief Officer, Elderly Service, The Hong Kong Council of Social Service)
Enquiries: Ms. Yvonne Mak, 2864 2968

Method of Registration

- ★ Please complete the *Enrollment Form 02 on page 57* together with a crossed-cheque payable to The Hong Kong Council of Social Service by mail for reservation.
- ★ Only the complete set of application will be proceeded on a first-come-first-serve basis.
- ★ A note of confirmation will be sent to the applicants via email one week before the event date. Please contact HKCSS Institute if you do not receive any notification.

Co-organisers



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

International Federation on Ageing



| Time | Programme |
|---|--|
| 9:15am - 9:30am | Opening Remarks |
| 9:30am - 9:50am | Bottom Up Approach On Hong Kong Plan Of Action On Ageing Ms. Grace Chan (陳文宜女士) Chief Officer, Elderly Service, The Hong Kong Council of Social Service |
| Keynote I 9:50am - 10:50am | China's Choice Of Social Development Strategies - Response To The Challenge Of Population Ageing Mr. Yan Qing Chun (閻青春先生) Vice-President, China National Committee on Ageing |
|  | Mr. Yan Qing Chun is the vice-president of China National Committee on Ageing since 2005. After he graduated from Jilin University in 1978, he has been the Deputy-Director-General of the Social Welfare and Social Affairs Division of the Ministry of Civil Affairs for 16 years. In 2004, Mr. Yan received the master degree of Education in Qufu Normal University of Shandong Province. |
| | Trend Of Population Ageing And Healthy Longevity: Demographic Perspective Dr. Karen Cheung Siu Lan (張筱蘭博士) Visiting Scholar, Division of Social Science, The Hong Kong University of Science and Technology |
|  | Dr. Cheung is a demographer specialising in studies of mortality, population health and longevity who was a research associate at the French National Institute of Health and Medical Research (Institut national de la sante et de la recherche medicale, INSERM)/ the Health and Demography team (L'equipe Demographie et Sante). She earned her post-doctoral fellowship at Department of Demography, University of Rome "La Sapienza", Italy after her PhD at the Hong Kong University of Science and Technology. |
| 10:50am - 11:20am | Networking Break |
| Keynote II 11:20am - 12:20pm | Making Innovation Part Of The Way We Work- IFA Experience Dr. Jane Barratt Secretary General, International Federation on Ageing |
|  | Dr. Barratt has over 30-year experience in the health, community and aged care, and disability sectors. She has a strong commitment to strengthen the roles and relationships between government, NGOs, academia and the private sector toward improving the quality of life of older people. This commitment has always been driven by her interest and passion in understanding the evolution of ageing issues. More recently, Dr. Barratt has been a strong contributor to the international dialogue on how the social, cultural and physical environments can impact on the lives of older people. |
| | Nurturing Future Leaders For Preparing Ageing Society Prof. Thomas Wong Kwok Shing (汪國成教授) Chair Professor of Nursing, Dean of Faculty of Health and Social Sciences, The Hong Kong Polytechnic University |
|  | Prof. Wong has a diverse academic and professional background, and has published widely, including more than 100 journal papers, book chapters and books. Throughout his career, Prof. Wong has worked tirelessly to promote the nursing profession and has been a key figure in nursing development in both Hong Kong and mainland China. He is renowned internationally for his work in information and communications technology in health care delivery. He developed the first Telehealth and Telecare System now used in PolyU's Integrative Health Clinics, which has earned worldwide recognition and is much sought after by health care facilities overseas. |
| 12:20pm - 1:00pm | Q&A |
| 1:00pm - 2:15pm | Lunch |
| Panel Discussion I 2:15pm - 3:30pm | Innovative Learning At U3A Network Ms. Mimi Yeung (楊玉珍女士) General Manager (Public Affairs), Hongkong Electric Holdings Ltd. |
|  | Ms. Yeung has extensive experience in journalism and corporate communication. Putting one of the Company's core values, "Caring for the Community" into practice, she has initiated various community and educational programmes for the elderly and the under-privileged, including a joint venture with HKCSS in establishing Hong Kong's first "University for the Third Age" (U3A) to encourage active ageing, lifelong learning and volunteerism. |
| | Farm for Healthy Ageing - 原來長者也有"機" Dr. Miranda Chan Lai Foon (陳麗歡博士) Chief Executive, Hong Kong Young Women's Christian Association |
|  | Before taking up the present post, Dr. Chan had worked sequent as the Associate Professor of Social Work Department at The Chinese University of Hong Kong, Charities Manager at The Hong Kong Jockey Club and Chief Executive of The Pok Oi Hospital. Her public services include Member of Social Welfare Advisory Committee, Member of Standing Committee on Young Offenders of the Fight Crime Committee, Member of Women's Commission, Member of Lump Sum Grant Steering Committee, Member of Executive Committee in the HK Christian Council, Board Director of Christian Family Service Centre and Member of Executive Committee in The Society of Boys' Centres. |

| Time | Programme |
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| 2:15pm - 3:30pm | Quality Support To Caregiver: Quality Home Care Mr. Francis Ngai (魏華星先生) Founder & CEO, Social Ventures Hong Kong |
|  | <p>Mr. Ngai works with PCCW Solutions as Assistant Vice President - Strategic Development, and he is also the visiting lecturer in The University of HK and The HK Polytechnic University. As core organizer of the 30S Group, Mr. Ngai has also been actively involved in organizing social services and writing articles in HKEJ, HKET and MingPaoBlog etc. Social Ventures HK, a subsidiary of the 30S Group, aims to provide financial, intellectual, and human capital support to the development of social entrepreneurship. As a pioneer of venture philanthropy, a group of committed young professionals would apply a high-engagement approach to create social impact.</p> |
| | Ageing Image - Implication On Brand Building Mr. Tommy Li (李永銓先生) Creative Director, Tommy Li Designer & Associates |
|  | <p>Mr. Li is HK's master designer of this generation. Renowned for his bold originality and striking prolificacy, he is praised by "Agosto", a well-circulated magazine in Japan, as an example for up-and-coming designers in the next decade. Mr. Li is also one of the few local designers who can carve out a dual career in both Hong Kong and Japan. In recent years, Mr. Li has won over 450 awards, including totally 4 awards at one go by the New York Art Directors' Club; a total of 37 and 48 awards respectively in the First and Second International Chinese Graphic Design Competition; followed by the Salon Poster Award in France, Gold Poster Award in Mexico, all these made him a paragon among the young designers</p> |
| 3:30pm - 4:00pm | Networking Break |
| Panel Discussion II 4:00pm - 5:15pm | Active Brain: We Need Active Mind Ms. Grace Lee (李月英女士) Senior Occupational Therapist & Advanced Practitioner in Psychogeriatrics, Kwai Chung Hospital. |
|  | <p>Ms. Lee has been working as an occupational therapist for about 25 years in the mental health field. She pioneered the outreaching service in the community psychogeriatric team since 1993. She edited books on care of dementia and elderly depression. In recent years, she has collaborated with NGOs and the Hong Kong Polytechnic University in organizing innovative projects and researches to promote the mental health of the elderly.</p> |
| | Workforce Development- Advanced Health Work Mrs. Vega Poon Sung Wai Ting (潘宋瑋婷女士) Senior Lecturer, Department of Child Education and Community Services, the Hong Kong Institute of Vocational Education (Lee Wai Lee) |
|  | <p>Mrs. Poon is a devoted trainer of the workers of Education and Service sectors striving for enhancing professional quality who is with more than 20 years teaching experiences. She is also contributing to the development of the Gerontology Course of the department, including the Higher Diploma in Community Services (Gerontology) and the proposed Professional Diploma in Advanced Health Work (Gerontology).</p> |
| | Set For Life - Financial Freedom In Old Age Mr. Anthony Man Hong Yee (文康彝先生) BSE (Hons.), RSW, Pro. Dip. in Personal Financial Planning, CFP(CM), Associate Director, Noble Apex Advisors Limited |
|  | <p>Mr. Man is specialized in comprehensive individual and family financial planning, target financial planning, investment management, e.g. Lump sum investments, periodical savings investment, MPF/ORSO investment management, and investment risk management and insurance plan comparisons. He is also devoted himself to deliver financial education to the public.</p> |
| | Protect The Elder Against Fraud Mr. Patrick Ke Ka Keung (祁家強先生) Detective Inspector, Hong Kong Police Force |
|  | <p>Mr. Ke is the Senior Inspector of the Regional Crime Prevention Office of the Police. His major role is to offer assistance and advices to the incident victims on prevention of crimes. Mr. Ke has served in the Police Force for 21 years and worked in crime units for more than 10 years. Currently, Mr. Ke is handling 4 main projects on crime prevention, including Anti-Telephone Deception, Anti-Vehicle Crimes, Anti-Domestic Burglary and Anti-Youth Crimes.</p> |
| Conference Recap 5:15pm - 5:30pm | Successful Ageing : Shaping Tomorrow Today Mr. Ngai Kong Yiu (倪江耀先生) Chairperson, Specialized Committee of Elderly Service, The Hong Kong Council of Social Service |
| 5:30pm | End of Programme |