

HKCSS  
Institute  
社聯學院

A Training and Resource Institute for NGOs

Prospectus 課程手冊  
2007 April - August 4月-8月

Enhancing Professionalism,  
提昇專業，促進效能  
Promoting Competencies



[www.hkcss.org.hk](http://www.hkcss.org.hk)

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香港社會服務聯會

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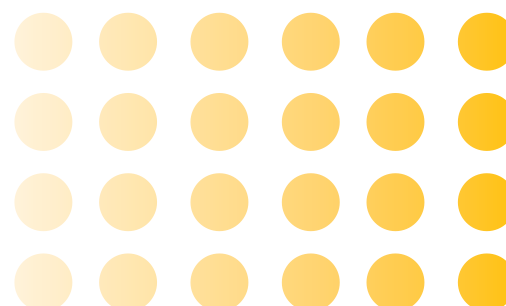




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HKCSS Institute  
社聯學院  
A Training and Resource Institute for NGOs  
Prospectus 課程手冊  
Content 目錄



- 4 Foreword 前言
- 5 Honorary Advisory Committee 榮譽顧問團
- 6 About HKCSS Institute 有關社聯學院 / Vision & Mission 願景及使命
- 7 Services of HKCSS Institute 社聯學院提供之服務
- 8 Citigroup-HKCSS Continuous Learning Recognition Scheme 花旗社聯持續學習獎勵計劃
- 10 Cross-Sectoral Partnership & Support 跨界別合作及支援
- 16 NGO Partners (2007 April - August Courses) 機構夥伴(2007年4-8月課程)

**19 Seminars & Symposiums 研討會及講座**

- 20 •HR Forum for NGOs 2007
- 22 •CEOs Meet CEOs Luncheon Series

**25 Certificate Courses 證書課程**

- 26 •Certificate in Social Entrepreneurship
- 30 •Professional Certificate in Certified Risk Planner
- 34 •Certificate in Accounting Practice for NGOs

**37 Professional Enhancement Courses 專業提昇課程**

- 38 •Postmodern Collaborative Practices with Individuals, Couples, Families & Communities
- Working with Internet Addicts
- 39 •「有特殊學習需要學童」之全方位支援證書課程
- Staff Supervision through arts: Team building and motivating self actualization
- 40 •How to Create Child-friendly Play Environment in Your Service
- Basic Training for Facilitators in Batterers Intervention Program (BIP) - Emerge model with local adaptations
- 41 •3-D Kits for Working with Older Adults

**43 Short Courses 短期課程**

- 44 •Time Management for Building an Effective Staff Team
- Working with the Media
- 45 •Tactics of Handling Crisis in Service Delivery
- Handling Difficult Customers & Critical Complaints
- 46 •Supervision Skills for Social Workers
- Leading Effective Meeting
- 47 •觸動人心 - 李燦榮溝通方程式
- Creative Problem Solving
- 48 •Quality Management in Non-profit Organizations
- Fundraising Strategies
- 49 •Presentation Skills & Public Speaking
- Introduction to Customer Relations Management

**50 Application & General Guidelines 報名及一般資料**

- 51 Application & Payment 報名及付款方法
- 53 Financial Assistance 資助計劃
- 55 Application Form for Course Admission 課程報名表格 (A01 & A02)
- 57 Enrollment Form for HR Forum for NGOs 2007  
非政府機構人力資源研討會參加表格 (B01)
- 58 Enrollment Form for CEOs Meets CEOs Luncheon  
總裁對談系列暨午餐會 (C01)





## HKCSS Institute - A platform for training and knowledge management, a resource hub for NGOs 「社聯學院」- 培訓和分享知識的平台 社會服務界的資源庫

The "HKCSS Institute" has been officially launched in celebration of the 60th Anniversary of the HKCSS. Being a platform of training and knowledge management for the NGO sector, the Institute becomes an icon for the sector's continuous efforts to enhance professionalism and promote competence in better serving the community. The Institute will provide various training programmes and facilitate high quality learning. It helps develop competent talents and nurture visionary leaders for the NGOs.

With greater demands and rising expectations from the public, the capacity of the NGOs has to be enhanced to meet future challenges. They encourage innovation and promote a culture of learning. To bring the best services to the public, staff at all levels has to be equipped with new knowledge, sensitivity, creativity, competences and board vision. The HKCSS Institute becomes a new drive for NGOs to accumulate and manage knowledge, to share practice wisdom, to develop resource nets and common tools, and to enhance NGOs' management capacity and human resources. All in all, the HKCSS plays a critical role to maintain a vibrant and proactive NGO sector in Hong Kong.

The HKCSS Institute is also a platform for cross sectoral partnership. Partnering with professional organizations and academic institutions in various areas, such as human resources, financial management, information technology, marketing, risk management, etc., the Institute provides a hub for modern management technology in NGOs' quest for efficiency.

In addition, the HKCSS Institute collaborates with NGOs to organize various professional enhancement courses. This provides a platform for NGOs to learn from each other through sharing of good practices and benchmarking. With these efforts, the sector itself becomes a group of continuous and mutual learning organizations.

In this new age, creativity and knowledge are the driving force for advancement. The HKCSS Institute provides opportunities for NGO practitioners to strengthen their competence and advance their professional development. Beyond a training provider, the Institute is a platform for knowledge management and sharing, as well as a hub for network and resources to support sustainable development of the NGOs in the welfare sector.

Last but not the least, I would like to thank the valuable support from our Honorary Advisors, the Hon. Bernard Chan, Mrs. Pamela Chan, Prof. Nelson Chow, Mr. David Chu, Mr. Ho Sai Chu, Dr. Henry Hu, Mr. Y.F. Hui, Ms. Ko Siu Wah, Mr. J.P. Lee and Mr. Eric Li. I would also like to express our special gratitude to Citigroup, our founding corporate partner. Their investment in the NGOs would surely bring plentiful benefits to our society.

**Christine Fang**  
Chief Executive

**方敏生**  
行政總裁

適逢社聯六十周年誌慶，「社聯學院」正式成立，成為非政府機構培訓及知識管理的平台，標誌著社會服務界致力提昇專業能力、促進機構效能，為市民提供優質服務。學院將加強課程內容、完善教學模式、提升學習質素，為社會服務機構培養幹練的人才及有遠見的領袖。

身處不斷轉變的國際大都會，香港市民對社會服務的需求，無論在質和量方面，均不斷提昇。社會服務機構必須是不斷學習、互相緊扣的群體，與時並進，精益求精。無論機構的管理層、中層、以至前線同工，都必須有廣闊的視野，敏銳的觸覺、靈活的創意，讓自己學習新的知識，發展多方面的能力，自強不息，將最好的服務帶給有需要的人。「社聯學院」將是新的動力，推動社會服務界累積知識，分享經驗智慧，提昇人力資源的素質。當中，社聯將繼續扮演關鍵角色，在香港維持一個有活力和不斷進取的社會服務界。

「社聯學院」體現「社聯」作為跨界合作平台的位置，匯聚了人力資源、財務管理、資訊科技、市務推廣、風險評估等多個專業學會及學術機構，讓不同專業人士，貢獻他們的知識及技能，為社會服務引入現代企業管理知識，以提昇它們的競爭力及服務質素。

「社聯學院」又與個別社會服務機構合作，舉辦各類專業提昇課程，讓它們在界內分享卓越的實務經驗，樹立可供參照的優異典範，爭取整個業界的進步。

香港已邁向知識型的社會，管理知識是在這個年代取勝的必要條件。社會服務機構從業員在知識領域站高一線，將為其專業發展帶來無限機會。「社聯學院」不單止是傳授知識的培訓場地，更重要，它為社會服務界、社會服務機構、以致個別從業員提供一個管理知識、分享知識、累積知識的平台。它將成為業界寶貴的資源庫和網絡庫，支援社會服務機構的可持續發展。

最後，我特別多謝「社聯學院」的榮譽顧問，陳智思議員、陳黃穗太平紳士、周永新教授、朱幼麟太平紳士、何世柱太平紳士、胡鴻烈博士、許賢發太平紳士、高荅華太平紳士、李澤培太平紳士及李家祥太平紳士，他們給我們很多寶貴的意見及指導。我亦要多謝「社聯學院」的創院企業伙伴，「花旗銀行」；我深信，它們在提昇社會服務機構能力方面的投資，肯定可以為社會帶來豐厚的回報。

## Honorary Advisors 榮譽顧問

The HKCSS Institute demonstrates the NGOs commitment to become a vibrant and creative sector. NGOs are foundation of a Caring and Just society. An effective, efficient and competent social service sector would surely contribute to a cohesive, just and sustainable society. In working with professional bodies, academic institutions and social service organizations, the HKCSS Institute play a key role in knowledge management and resource accumulation for the NGO sector.

「社聯學院」展示了社會服務界與時並進，自強不息的活力。社會服務機構是關懷和公義社會的重要基石，一個具成效、富專業能力、有效率的社會服務界，肯定可以為社會帶來和諧、公義、和可持續的發展。「社聯學院」通過與專業團體、學術機構、前線服務單位的伙伴合作，在促進社會服務界知識、智慧和資源累積方面，扮演著不可或缺的角色。

### Honorary Advisors 榮譽顧問



**The Hon Bernard Chan**  
Chairperson, The Hong Kong Council of Social Service  
**陳智思議員**  
香港社會服務聯會主席



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**朱幼麟太平紳士**



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香港婦女基金會會長



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Chief Executive, Consumer Council  
**陳黃穗太平紳士**  
消費者委員會總幹事



**The Hon. Ho Sai Chu, OBE, JP**  
Director & General Manager, Fook Lee Group of Companies  
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**Dr. Eric Li, GBS, OBE, JP**  
Senior Partner, Li Tang Chen & Co.  
**李家祥博士**  
李湯陳會計師事務所首席合夥人

## Standing Committee on Quality Management and Efficiency Enhancement

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Principal Lecturer of Department of Applied Social Sciences  
**陳錦棠博士**  
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**梁魏戀賢太平紳士**  
香港小童群益會總幹事

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**張錦紅女士**  
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# About HKCSS Institute

## 關於社聯學院

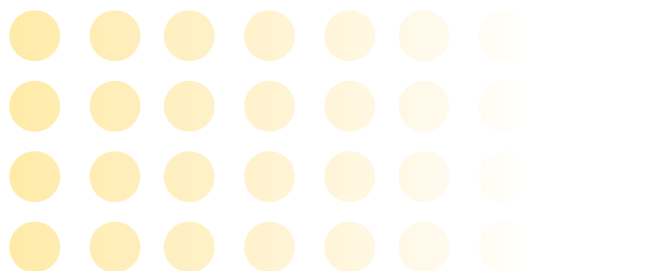
The Hong Kong Council of Social Service (the Council), together with its over 320 Agency Members, not only promote the social welfare service development in Hong Kong, but also strive for building a welfare sector that is highly accountable, efficient, effective and responsive to social needs so as to uphold the long-term sustainable development of society and the well-being of our citizens. In today's dynamic and competitive environment, one of the key factors to bring our mission to life is continuous development and updating through lifelong learning.

In celebration of the 60th Anniversary of the Council in 2007, HKCSS Institute (HKCSSI) is established bearing the mission of Enhancing Professionalism, Promoting Competencies. HKCSSI promotes life-long learning in the Sector through trainings, seminars, symposiums, scholarships and recognition scheme with an aim to foster the growth and development of NGO practitioners' and the Council's Agency Members.

香港社會服務聯會(社聯)與其三百二十多間非政府社會服務機構會員推動更完善的社會福利發展及服務，亦致力在本港建立一個具高度問責性、有效率、具成效、能照顧社會需要的社會福利界，以維護社會的長遠持續發展和市民的福祉。要在充滿挑戰、變數繁多的社會中實現我們的願景，與時並進，持續進修是實現理想的重要一環。

2007年適逢社聯慶祝創立60周年，社聯學院（HKCSSI）成立，以提昇專業，促進效能為使命，鼓勵社會服務界及其從業員成為學習形的群體，以面對專業路上的不同挑戰。

社聯學院致力於社福界中推動終身學習，為機構提供卓越管理的知識基礎。學院通過提供高質素的中短期進修機會、講座、研討會、獎學金及嘉許計劃等為業界從業員提昇自我及促進機構服務效率，提供卓越的服務及管理。



# Vision and Mission

## 願景及使命

**To excel as a lifelong learning platform and a cross professional knowledge building centre for the NGO sector and NGO practitioners in NGO management and service delivery.**

致力成為社會服務界中卓越的終身學習平台及專業知識交流中心，以跨界別的知識推動業界之服務及管理，促進效能。

# Services of HKCSS Institute

## 「社聯學院」提供以下服務



### Certificate Courses

#### 證書課程

Certificate courses are provided in partnership with academic institutions and professional organizations to meet the strategic needs of the NGO sector. The curriculum, which integrates cross-professional knowledge and practical wisdom of NGOs, will be evidence-based. There are also development of case studies, practical tools and learning kits.

與專業團體及學術機構合辦證書課程，針對社會服務機構的策略需要，有系統地開拓課程內容，引入專業技術及知識，融合實務經驗智慧，發展出以實證知識為本、理念及實務並重的專門課程。當中，包括開發實務個案研究、實踐工具及教學材料。

### Seminars & Symposiums

#### 研討會及講座

Seminars and symposiums will focus on sharing of experience and wisdom among service supervisors, managers, senior executives, and board of directors. Experts and CEOs of public and business sectors will also be invited to share their experiences and insights.

針對社會服務機構專業督導、管理人員、行政主管、董事，提供不同主題的研討會及講座。還邀請界外專才、企業行政管理人員分享不同經驗。這些活動以經驗交流、智慧分享為主。

### Professional Enhancement Courses

#### 專業提昇課程

Professional enhancement courses will be provided in collaboration with social service organizations in promoting sharing of good practices. The courses target to help front line to mid level staff to enhance professional competence and reflect on their practical experiences.

與社會服務機構合辦各類專業提昇課程，鼓勵業界分享卓越的實務經驗。這些課程針對社會服務機構的前線或中層專業人員，幫助他們提昇專業技能，整理實務經驗。

### Short Courses

#### 短期課程

Diversified short courses will be provided for NGO practitioners to enrich their creativity, vision and personal competence.

為社會服務從業員提供多元化的學習機會，幫助他們提昇個人能力，開拓廣闊視野，培養靈活創意。



# Citigroup - HKCSS

## Continuous Learning Recognition Scheme

### 花旗社聯持續學習獎勵計劃

In partnership with Citigroup, the HKCSS Institute has established the Citigroup-HKCSS Continuous Learning Recognition Scheme to recognize the continuous efforts of NGOs and their practitioners on self-enhancement and competence-building. Individuals who have enrolled in any one of the HKCSS Institute's activities and have completed a minimum number of hours of attendance will be awarded a Recognition Certificate, together with book coupons from key bookstores and learning coupons from the Institute. Tutors of the Institute and members of the HKCSS Committee will receive a certain number of hour-points which recognize their contributions in knowledge-building for the sector. Active agency members will also be rewarded. Details will be announced in the websites of the HKCSS and HKCSS Institute.

社聯學院與花旗集團合作，設立「花旗社聯持續學習獎勵計劃」，鼓勵社會服務機構及其從業員不斷提昇自我，接觸新的知識觀念，發展多方面的能力。凡「社聯學院」學員，於年度內完成指定時數的課堂，或參與研討會等訓練活動，均獲頒嘉許狀，並獲贈主要書店的現金書券及「社聯學院」學習券。在「社聯學院」擔當導師、或在社聯各級委員會擔任委員，均獲計算相關的時數。熱烈參與之社會服務機構同獲嘉許。計劃詳情將於社聯及「社聯學院」網站公布。

Organizer:



Title Sponsor:





## Cross-Sectoral Partnership and Support

### 跨界別合作與支援

The Institute promotes and facilitates cross-sectoral professional knowledge building by partnership and collaboration with tertiary institutions, professional bodies, business organizations and social service organisations to support the offering of training courses, seminars, incentive schemes, etc for the development of the social welfare sector.

社聯學院提倡跨界別的合作及專業知識交流，與多間專上院校、專業學會、工商機構及社會服務機構建立伙伴合作關係，以其專業及/或資源，合作推出不同的課程、研討會及獎勵計劃，以推動終身學習，支持香港社會福利界的發展。

### Founding Corporate Partner 創院企業伙伴



Citigroup  
花旗集團

As a socially responsible corporate citizen, Citigroup has been dedicated in contributing to the communities where we live and work. This belief has encouraged thousands of employees to join forces in forming volunteer teams across more than 100 countries, contributing their time and talent to non-profit organizations, and lending their hands to the needy to help build better and more harmonious communities. In 2006, Citigroup launched "Global Community Day" to recognize employees' volunteer spirit on a single day worldwide. On November 18, more than 45,000 Citigroup employees, families and friends participated in more than 800 projects in over 450 cities around the world.

花旗集團一直秉承關懷社群的企業文化，致力回饋業務經營地的社群，此信念發揮一股強大的力量，鼓勵了全球100多個國家的員工積極參與社會義務工作，貢獻他們的時間與專長，協助有需要的一群，共建和諧理想的社會。在2006年11月18日，花旗集團更舉辦「全球義工日」，在當天齊集員工及其親友組成環球義工團隊，投入我們所居住和工作的社區，參與義工服務。此項全球性的活動，涉及遍佈全球450個城市的800多個項目。作為負責任的企業公民，花旗集團將繼續積極推動社會義務工作。

### Founding Sponsors 創院贊助



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德和保險顧問（香港）有限公司、銀和再保險有限公司、專業責任保險代理有限公司



Being local companies in the insurance and re-insurance business owned by Hong Kong people, they have been active in charities in the past years. Realizing the strong impacts of HKCSS's work in enhancing NGO's capacity through their earlier support in its training programme, the companies committed to support the HKCSS Institute, helping it to make the greatest impact to our society.



德和保險顧問（香港）有限公司、銀和再保險有限公司、專業責任保險代理有限公司，十多年在本港從事保險及再保險業務，可謂是土生土長、香港人的企業。它們熱心慈善工作，積極回饋社會。過去曾支持社聯的培訓課程，深感有關工作有效提昇社福機構的能力，因此樂意贊助社聯學院，讓其工作發揮更大效益。

### Partners 合作伙伴（Listed in alphabetical order 按機構英文名稱排列）



The Chinese University of Hong Kong, Center for Entrepreneurship  
香港中文大學創業研究中心  
Consultancy Team Member of *Certificate in Social Entrepreneurship*

The Center for Entrepreneurship mission is to inspire a passion for, and an understanding of, entrepreneurship among the staff and students of The Chinese University of Hong Kong (CUHK) and the wider community. The Center is a multi-disciplinary organization dedicated to promoting entrepreneurship through: Research, Education & Practice.

Research - The Center seeks to understand this force through scholarly and applied research. Since 2002, we have been a member of the Global Entrepreneurship Monitor (GEM). We work with business and research organizations in Hong Kong and Greater China to identify and investigate the issues affecting entrepreneurship. Education - The Center's education program enhances and expands the university's current offering of courses in entrepreneurship. Our activities include seminars, workshops, and visits to entrepreneurial ventures. Practice - The Center helps students plan new companies that create value by satisfying market needs. We encourage students, faculty, alumni and members of the community to form multi-disciplinary teams.

香港中文大學創業研究中心的宗旨是啟發香港中文大學師生及社會人士對創業的熱誠，加深他們對創業的認識。中心的服務範疇廣泛，致力透過以下活動推動創業：研究、教育和實踐。

研究 - 本中心致力透過學術及應用研究，深入了解創業力量。我們自2002年起成為「全球創業觀察研究」（Global Entrepreneurship Monitor - GEM）的成員。本中心與香港及大中華地區的商業和研究機構合作，辨識及探討與對創業有影響力的因素。教育 - 本中心的教育項目強化及拓展大學現有的創業課程，形式包括講座、工作坊、企業探訪等。實踐 - 本中心會協助學生制訂成立新公司的計劃，讓其新業務能滿足市場需要，創造價值。我們又鼓勵學生、教職員、校友及各界成員組成多元化的創業小組。



The City University of Hong Kong, Department of Economics & Finance  
香港城市大學經濟及金融系  
Consultancy Team Member of *Certificate in Social Entrepreneurship*

The Department of Economics and Finance provides solid training in both the theory and application of economics and finance. The Department aims to train graduates with cutting-edge knowledge in modern economics and finance and to provide Hong Kong with the young financial executives, economists, and business analysts it needs. The Department has over thirty regular and visiting faculty members, who are actively engaged in research and teaching. Many of them have compiled outstanding research publication records, with their publications appearing regularly in reputable international refereed journals. The Department offers three undergraduate programmes in Business Economics, Finance and Financial Engineering; and four postgraduate programmes in Applied Economics, Banking, Finance and Financial Engineering. In addition, the Department offers two research degree programmes: MPhil and PhD in Economics and Finance.

香港城市大學經濟及金融系致力培養金融及經濟人才，為學生提供理論和應用並重的訓練，切合市場需要，現時經濟及金融系擁有30多位教員，他們專注教學和研究，傳授專業知識予學生，並在世界著名的學術期刊發表文章。經濟及金融系提供的課程包括：三個工商管理榮譽學士課程 - 商業經濟、金融和金融工程；四個碩士課程 - 應用經濟學、銀行學、金融和金融工程和兩個以研究為主的哲學碩士課程和哲學博士課程。



The Government of the Hong Kong Special Administrative Region, Commission on Poverty  
香港特別行政區政府扶貧委員會  
Funder of *Certificate in Social Entrepreneurship*

The HKSAR Government established the Commission on Poverty (CoP) in early 2005 to focus on inter-departmental and inter-disciplinary integration and coordination on poverty alleviation. CoP aims to study and identify the needs of the poor; to make policy recommendations to prevent and alleviate poverty and promote self reliance. It also encourages community engagement; delineate responsibility between the government, social welfare sector and community organizations, as well as to foster public-private partnerships and mobilize social capital in alleviating poverty.

The Commission is chaired by the Financial Secretary. Other members include Head of the Central Policy Unit and four Principal Officials responsible for health and welfare, home affairs, employment and education, Legislative Councillors, business people, community leaders, representatives from non-governmental organizations and academics. The "Children and Youth" and "District-based Approach" taskforces are set up under the Commission. Two Ad Hoc Groups are also established named "Ad Hoc Group on Social Entrepreneurship Training" and "Ad Hoc Group on the Elderly Poverty".

特區政府在二零零五年初成立扶貧委員會，集中處理跨部門及跨界別在扶貧上工作上的整合與合作。委員會的職權包括研究和了解貧困人士的需要；就防預貧窮、紓緩貧困和推動自力更生提出政策建議；鼓勵社會參與，界定政府、社會福利界及民間團體的角色，以及推動公私營機構合作和運用社會資本，以改善貧窮問題。

委員會由財政司司長主持，除了政府中央政策組首席顧問及四位負責衛生福利、民政事務、勞工及教育政策的局長外，委員會成員亦包括有立法會議員、工商界及社會人士、非政府團體和學者等。委員會設有「兒童及青少年」與「地區為本扶貧工作」兩個專責小組，以及「社會企業人員培訓」與「老人貧窮」兩個特別小組。



跨界別合作與支援  
Cross-Sectoral Partnership and Support



跨界別合作與支援  
Cross-Sectoral Partnership and Support 11



## CPA Australia 澳洲會計師公會

CPA Australia is the largest professional finance, accounting and business body in Australia and the sixth largest accounting body in the world with more than 112,000 members.

CPA Australia's vision is to position members as the choice of employers and clients, valued by the community as leaders in their profession. Our primary role is to support members through education, training and technical advice that maintain their professional competence as well as add value to their professional development, recognition and standing.

The Hong Kong China Division was formally established in 1985 and has a current membership of over 9,500.

澳洲會計師公會是澳洲最大的財務、會計及商業團體，擁有逾 112,000名會員。

公會的宗旨是使會員成為僱主及商業夥伴的首選，並於其所在專業中擔當領導者的角色，從而獲得社會崇高的評價。公會的主要角色是透過提供教育、培訓及技術建議來支援會員，以保持會員的專業水平，為他們的專業發展增值及提升會員的認受性及地位。

澳洲會計師公會香港分會於 1985年正式成立，目前會員人數超過9,500 名。



## Hong Kong Baptist University, Department of Marketing 香港浸會大學市場學系 Consultancy Team Member of *Certificate in Social Entrepreneurship*

The Department of Marketing at Hong Kong Baptist University, being one of the five academic departments in the School of Business, is responsible for the administration of two Bachelor of Business Administration (Hons) Degree Majors: China Business Studies and Marketing. It also offers MPhil and PhD research programmes as well as supports the MBA programme with a China Business focus.

Our Staff members combine research into teaching innovation and use web-based teaching as well as community based instruction extensively. Graduates from both majors have been granted exemptions by the Chartered Institute of Marketing (UK) in professional examinations.

香港浸會大學市場學系是工商管理學院的五個學系其中之一，負責管理兩個專業：工商管理學士（榮譽）學位課程中的中國商貿專業與市場學專業。市場學系同時招收哲學碩士與哲學博士學位研究生，並為工商管理碩士課程提供多個專門探討中國貿易的科目。

本系教師重視將研究成果融入教學創新之中，並廣泛利用網路及社區為本計劃教學。兩個專業的畢業生均獲得英國特許市場學會(香港分會)准許在其專業考試中獲部份免試。



## Hong Kong Institute of Human Resource Management 香港人力資源管理學會

As the most representative professional human resource institute in the HKSAR, the Hong Kong Institute of Human Resource Management (HKIHRM), a non-profit making organization, has a membership of over 4,000 individual and corporate members. Founded in February 1977, the Institute aims at developing and enhancing professional standards in HR management, covering quality, ethics and practices, and to extend the influence of HR professionals, for the benefit of individuals and organizations. The Institute organizes a wide range of activities and provides various services to its members and the public, including surveys and researches, multi-level professional training programs, local and international conferences, etc.

香港人力資源管理學會屬非牟利專業團體，成立於1977年，目前個人及公司會員人數超過4,000人，旨在致力發展及提高人力資源管理從業員之專業質素；加強公眾對人力資源管理之認識及提高其影響力。為貫徹其宗旨，學會為會員舉辦不同活動及提供多元服務，例如定期進行多項具影響力之人力資源調研項目、舉辦一系列不同程度之專業培訓課程、大型展覽及會議等。學會亦就人力資源有關事宜與政府或有關機構反映業內意見。



## Hong Kong Polytechnic University, The Department of Applied Social Sciences and The Centre for Third Sector Studies 香港理工大學應用社會科學系及第三部門教研中心

The Department of Applied Social Sciences of the Hong Kong Polytechnic University makes significant contributions towards the territory's success by providing the public and private sectors with its expanding range of consultancy, professional training and applied research services relating to the social services administration and NGO management. The Centre for Third Sector Studies (CTSS) of the Department has been set up since March 2004 and is currently carrying research projects and consultancy activities relating to non-profit making and non-governmental organizations including some research projects on Board of Directors of subvented NGOs, Third Sector Landscape Study, Social Enterprise, Evaluation of the CIIF as well as Partnership Fund for the Disadvantaged by various Bureaus or Departments of the Hong Kong SAR Government. Through these activities, the Centre maintains a strong partnership with the government, business and the third sectors in Hong Kong, Chinese Mainland and Taiwan.

香港理工大學應用社會科學系旨在滿足香港社會在人力資源需求的同時，亦積極為公營及私營機構提供社畜服務行政及非營利管理之專業顧問、培訓及應用研究等服務。應用社會科學系的「第三部門教研中心」成立於2004年3月，現時教研中心已成功開展幾項與非牟利及非政府組織有關的跨學科、跨界別及跨地域的研究項目。曾被委托之項目包括香港特區政府不同政策局或部門委托之資助非政府機構董事研究、香港第三部門面貌研究、社會企業、社區共享投資基金及伙伴倡導自強評估研究等。透過這些服務，理大與工商界亦建立了緊密的夥伴關係。



## Hong Kong Shue Yan University, Department of Social Work 香港樹仁大學社會工作系

Hong Kong Shue Yan University (HKSJU), formerly known as the Hong Kong Shue Yan College, was founded in 1971. HKSJU aims to meet the actual need of Hong Kong society by training efficient and well-balanced young persons for various services in the community; to promote the spirit of humanity and the freedom of learning with a scientific approach and also to contribute to the development of higher education in Hong Kong; and to demonstrate by consistent behavior the virtues of humanity and the objective attitude of men of culture.

The Department of Social Work started at the time when the College was founded in 1971. The Department took in the first cohort of Bachelor of Social Work (Hons.) Programme students in 2002. The 4-year honors degree programme gives students a first qualification in social work. A generalist model is adopted to equip students with theories, knowledge and skills in social work through core and supplementary courses.

現香港樹仁大學(前香港樹仁學院)於1971年創立。樹仁大學為切合香港社會各行各業的實際需要，訓練能幹及全面均衡發展的年青人，及以有系統的方法推廣人道主義精神及學習自由，且對香港之高等教育作出承擔，並以身作則體現人道主義之德行及修養。

前香港樹仁學院於1971年創辦社會工作學系。由2002年起，社會工作學系為學生提供社會工作(榮譽)學位課程。四年制的(榮譽)學位課程為學生提供以培育通才為目標而設的必修及選修科目，讓學生全面掌握社會工作的理論、知識和技巧。



## The Institute of Crisis and Risk Management 商業風險評估專業協會

The Institute of Crisis and Risk Management (ICRM) is a not-for-profit organisation, incorporated since March 2001 in Hong Kong Special Administrative Region to you. The respective scope of services that we are devoted to provide consists of the best-practice crisis and risk management solutions for our customers to proactively and efficiently respond and recover from any uncertainties associated with political, economic, social instability and technological changes in nowadays dynamic business environment

We are a group of academic scholars, business and management professionals, and specialists, with in-depth practical experience in planning, development, implementation and assessment of corporate contingency plans; business crisis and risk prevention; operational issues, critical case plan, control management plan, and the management of specific incidents caused by either natural and/or human disasters or any deliberate hostile acts in the business organisations. We commit to join together to assist all business executives, professionals and management teams of organizations in sustaining the competitive edge and grabbing hold of potential business opportunities on the road to success with no interference by any critical situations of crisis and risk that affecting the daily business operations.

商業風險評估專業協會於2001年香港特區成立，為非牟利的專業團體，榮獲權威學者、專業翹楚、企業領導者等提供寶貴意見、倡導、指引，並帶領發展及提供一套企業所期望及需求的「風險危機全面管理系統與策略」。學會所提供的課程及考獲「核准風險評估策劃師」專銜的人士，在企業中發揮著減少風險危機及增強企業具競爭力的作用，最終達至最佳財務回報。另一方面，個人若能掌握戰略性、實務商業及實用風險危機管理知識及技能，面對企業不同程度之風險或嚴重事件時，均可運籌帷幄，化險為夷。





## The Open University of Hong Kong, The School of Business & Administration 香港公開大學商業管理學院

Since it was founded by the Hong Kong Government in 1989, The Open University of Hong Kong has striven continuously to achieve its mission of providing high quality and flexible further education opportunities for adults. Currently the University has over 17,000 students.

The School of Business and Administration is the largest business school in Hong Kong in terms of student enrollment. The School now offers 51 programmes leading to the award of qualifications from sub-degree level to doctoral level, to some 9,000 students a year. Our courses are designed to suit the business environment of Hong Kong and the Greater China region. They integrate western business theories with Chinese business practices, developing students' ability to draw the strengths of both and apply them in their daily work.

香港公開大學於1989年由香港政府創辦，一直堅守使命，致力為成年人提供高質素及具彈性的高等教育課程。目前，香港公開大學的學生人數已超過17,000人。

香港公開大學的商業管理學院（下稱「商學院」）是現時香港大專院校中最大的商科學院（按學生人數計算）。商學院現開辦共51個課程，其中包括副學士學位至博士學位各級程度。每年學生人數達9000之多。商學院所提供的課程與科目，內容迎合現時香港及大中華地區的商業發展。並且課程融合西方商業理論和中華商業智慧，讓他們汲取中西兩方的商業管理精華以應用於日常工作中。



## The University of Hong Kong, Department of Social Work & Social Administration 香港大學社會工作及社會行政學系 Co-organizer of *Certificate in Social Entrepreneurship*

The Department strives to be the best professional social work school in Asia with strong capacity for policy and practice innovations, research and knowledge building. At the heart of the Department's achievement is the search for excellence in social work and policy practice, as well as research. Our Department staff members have been actively involved in a number of social policy research projects commissioned by the government departments and bureaux, Central Policy Unit, government commissions and non-governmental organizations. The consultancy role and contribution of the Department in social policy formulation and evaluation has been well recognized by the community. With the experience accumulated among our staff members in teaching, research, agency administration, and policy formulation, the Department commits to contribute its expertise in building up and dissemination of knowledge. With the growing importance of social enterprises in Hong Kong, our Department is ready to play a part in it.

本學系致力成為亞洲內最具創立社會政策與實踐、推行研究與建構知識能力的社會工作專業學院。在社會工作、政策與研究的領域中尋求卓越，是學系的核心成就目標。學系為多個政府政策局、部門、中央政策組，及社會服務機構與法定組織所進行的顧問研究，反映出學系在制定社會政策及進行服務評估的貢獻是獲得社會確認的。學系的教職員亦活躍於社會上多個非政府機構的董事會/管理委員會、法定組織及政府諮詢委員會的工作中。以教職員在教學、研究、機構管理、及政策制定所累積的經驗，學系致志於建立與傳授知識。就社會企業在近年在社會上日漸重要的發展，學系已作好準備參與其中。

## 《企業與社會服務機構合作意念 — 香港個案彙編》

### 與商界建立「更緊密伙伴關係」實用天書

社會服務界資源有限，如能透過與商界合作，各取所需，定能提升服務及活動成效，讓更多社會資源惠及弱勢人士。

《企業與社會服務機構合作意念 — 香港個案彙編》展示近80個合作「好橋」，並剖析其概念、分工以至果效，作為撰寫計劃書、與商界開展合作對話前及衡量合作成效的重要參考！

#### 商界已準備與社會服務機構建立伙伴合作例子：

- 聘用弱勢社群
- 安排企業義工為長者帶來歡樂
- 以書信與學童溝通解其困惑
- 協助智障人士融入社會
- 運用其專業技能，針對性服務有需要人士



定價：每本\$80

社聯會員機構可獲8折優惠 (請親臨香港社會服務聯會圖書館購買)

### 打開與商界合作之門！

現正於香港社會服務聯會圖書館，及下列書店發售：

田園書屋 天地圖書(灣仔總店) 中華書局 油麻地分局/ 荃灣分局 三聯書店 中環店/ 荃灣店/ 藍田店/ 葵芳店/ 元朗東店/ 灣仔店/ 淘大店/ 鑽石山店/ 深水埗店/ 馬鞍山店/ 元朗西店/ 青衣店/ 蘭桂坊店 商務印書館 圖書中心/ 敦圖書廣場/ 旺角分館/ 沙田圖書廣場/ 屯門分館/ 康怡分館/ 大埔分館/ 上水分館/ 星光圖書中心/ 將軍澳分館/ 德福圖書廣場 JP@apm



# NGO Partners (2007 April-August courses) 機構夥伴 (2007年4月至8月課程) Listed in alphabetical order 根據機構英文名稱排列



## The Baptist Oi Kwan Social Service 浸會愛群社會服務處

The Baptist Oi Kwan Social Service, established in 1982, provides Christian Social Services to cater diversified needs of individual, groups and communities. Three core integrative services (funded under 35 projects) are provided for (1) children, youth and families; (2) mental health clients; (3) elderly persons in different geographical areas.

浸會愛群社會服務處於1982年成立，提供揉合信仰與專業之社會服務，在不同地區為各階層人士需要而設，三個綜合服務之對象(共35個計劃)，包括：(1) 兒童、青少年及家庭；(2) 精神復康人士；及(3) 長者們。



## Hong Kong Christian Service TOP Institute 香港基督教服務處TOP專業培訓中心

Hong Kong Christian Service TOP Institute aims to help the social service profession to nurture professional staff and establish professional image. For many years, Hong Kong Christian Service has started its quest for quality by developing and implementing various programs on quality assurance and professional development.

香港基督教服務處TOP專業培訓中心致力推動社會服務業界的專業發展。為促進卓越實踐文化及優質服務表現，服務處多年來都在機構內推展質素管理。



## Evangelical Lutheran Church Social Service - Hong Kong 基督教香港信義會社會服務部

The Evangelical Lutheran Church Social Service - Hong Kong was founded in 1976. Our target group is the grassroots of the society, and our staff contributes to the needs of the elderly, adolescents, children and vulnerable groups by providing people-oriented services with an innovative approach.

自1976年，本會社會服務在基層地區紮根，並透過以人為本的精神、與時並進的態度及靈活創新的手法回應長者、青少年、復康人士、幼兒及社區弱勢社群的需要。



## The Hong Kong Social Workers Association (HKSWA) 香港社會工作人員協會 (社協)

HKSWA was founded in 1949. As a professional body for social workers, our objectives are to foster a high standard of professional practice and ethics of social work in Hong Kong and to concern on matters related to the profession, welfare issues and policies. For the past 55 years, the Association has been active in matters related to the profession development and the well-being of the community. Our fellow members have also contributed a lot to the community by participating in various prominent positions.

社協成立於一九四九年，是香港社會工作者的專業團體。社協一直秉承著提高本港社會工作專業水準的宗旨，不斷強化社工的專業承擔與能力，以及積極參與社會福利事務，從而促進社會福利服務的持續發展，並就有關的社會政策向當局提供意見。過去五十多年來，社協經常舉辦各種訓練課程，以提升同工的專業知識和技巧，推動全球社會工作的發展，及將世界各地社會工作專業的最新發展和知識引入香港。



## Harmony House 和諧之家

Harmony House is a non-profit voluntary organization set up in 1985 specialized in addressing domestic violence issues in Hong Kong. Harmony House is accredited by Emerge of Boston, Massachusetts to provide batterers intervention program training in Hong Kong based on the Emerge model.

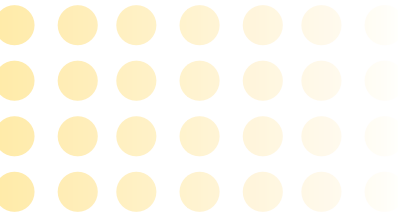
和諧之家是香港一間非牟利志願機構，於1995年成立，專致力預防及處理家庭暴力。我們是全港唯一受美國波士頓Emerge教育心理治療模式認可的機構來推行男士施虐者治療課程。



## Playright Children's Play Association 智樂兒童遊樂協會(智樂)

Playright Children's Play Association, established in 1987, is a non-profit making organization that seeks to enrich the life of every child through quality play. Our work embraces four related areas: Advocacy, Play Resources, Play Outreach and Play Environments.

智樂兒童遊樂協會(智樂)成立於1987年，是一所非牟利社會服務機構，透過遊戲讓兒童擁有豐盛的生命。我們鼓勵兒童遊戲，並相信遊戲能照顧他們在成長中的各項關鍵需要。我們透過「倡導」、「資源」、「外展」、「環境」四個領域的工作，讓兒童開啟潛能，掌握未來。





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即可知悉社聯學院將會舉辦的課程及活動資訊 !!

Please complete the request form and email to: [institute@hkcss.org.hk](mailto:institute@hkcss.org.hk) or fax to 2862-2565.  
You may also download the Prospectus from the Institute website : [www.hkcss.org.hk](http://www.hkcss.org.hk).

請填妥下列資料，並電郵至 [institute@hkcss.org.hk](mailto:institute@hkcss.org.hk) 或傳真到 2862-2565。  
課程手冊亦可從社聯學院網頁下載：[www.hkcss.org.hk](http://www.hkcss.org.hk)。

Name 姓名：\_\_\_\_\_

Organization 機構名稱：\_\_\_\_\_

Job Title 職位：\_\_\_\_\_

Contact No 電話：\_\_\_\_\_

Email Address 電郵地址：\_\_\_\_\_

Mailing Address 通訊地址：\_\_\_\_\_

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☐ Scenario 社情 (e-version 電子版)

☐ 寫情寫理 (e-version 電子版)



## Seminars & 研討會及講座 Symposiums



## HR Forum for NGOs 2007

8 June 2007 (Friday)

# What makes good people stay and happy in a fast changing environment?

The Hong Kong economy is now picking up. As revealed by the Hong Kong Institute of Human Resource Management (HKIHRM)'s recent study *2006 HR Challenges in a Reviving Economy*, there is increasing employee turnover and difficulty in staff retention. Same case applies on the NGO sector. Given that people is the most important asset for organizations, to make good people stay and happy in a fast changing environment becomes the key for the success of organizations.

In this 2<sup>nd</sup> annual HR Forum co-organised by HKCSS and HKIHRM, Mr. Allan Chiang, the former Postmaster General, has been invited to share with NGOs on Hongkong Post's transformation of corporate culture from one that focused on administration of inputs to another that managed outputs with emphasis on customer service, market demand and business performance. He will explain his experience of aligning 7,000 civil servants and non-civil service contract staff with the Post Office mission of "Linking People, Delivering Business", imbuing their commitment, and synergizing their contributions.

Experienced social workers and senior executives from NGOs have also been invited to talk about their experiences in talent retention. A luncheon is available afterwards for peer group networking and sharing.

**Dates:** June 8, 2007 (Friday)  
**Time:** Forum 8:45am - 12:30pm  
 Luncheon (60 seats only) 12:30pm - 2:00pm  
**Target:** Agency heads and HR managers / officers  
**Venue:** Auditorium, Duke of Windsor Social Service Building, 15 Hennessy Road, Wanchai, Hong Kong  
**Medium:** Cantonese (supplemented with English)  
**Fees:** *HKCSS members:* HK\$50 Forum only  
 HK\$100 Forum and luncheon  
*Non-HKCSS members:* HK\$100 Forum only  
 HK\$200 Forum and luncheon

Time	Programme
8:45am - 9:15am	Registration (served with tea)
9:15am - 9:30am	<b>Welcoming Note:</b> Mr. Bernard Chan, Chairperson, The Hong Kong Council of Social Service Mr. Lai Kam-tong, President, The Hong Kong Institute of Human Resource Management
9:30am - 10:30am	<b>CEO Plenary: Leading changes through People in Hongkong Post - Insights for NGOs</b> Mr. Allan Chiang, ex-Postmaster General of Hongkong Post
10:30am - 11:00am	<b>Tea &amp; Coffee Break</b>
11:00am - 12:15pm	<b>Insights from NGOs</b> <b>1. Shedding Lights on Your Employees with Your Brand</b> Mr. Chan Kai-ming, Secretary General, Hong Kong Red Cross <b>2. Talents Engagement</b> Mrs. Victoria Kwok, Director for Social Service Department, The Salvation Army <b>3. Making the Journey Great through Training &amp; Development</b> Ms. Sally Law, Training & Development Director, Hong Kong Sheng Kung Hui Welfare Council <b>Q&amp;A Forum</b> All speakers
12:30pm - 2:00pm	<b>Luncheon - Current Trends in Training and Staff Development</b> Speaker: Mr. Lai Kam-tong, President, HKIHRM

## Keynote Speaker

**Mr. Allan Chiang, JP**  
**Former Postmaster General, Hongkong Post**

Mr. Chiang joined Hongkong Post as an Assistant Controller in 1976 and served as the Postmaster General from March 2003 to May 2006. Hongkong Post changed from a vote-funded government department to a financially autonomous trading fund operation on 1 August 1995 and has since adopted a market-oriented and customer-focused approach in running its service. Mr. Chiang played an instrumental role in its transformation to a forward-looking public service that enjoys sustained profitability as well as high levels of customer and staff satisfaction. He engineered in 2003/04 a financial turnaround for Hongkong Post (after a five-year operating deficit), and reported operating surpluses exceeding \$200million in 2004/05 and \$400million in 2005/06. He led the organization in winning numerous service awards including the Certificate of Excellence in the 2004 Hong Kong Management Association Quality Award and the 2005 Hong Kong Awards for Industries: Productivity and Quality Award. Mr. Chiang is the author of "Hongkong Post: Heart for Excellence 香港郵政 卓越唯心" which provides an insightful account of Hongkong Post's leadership, corporate culture and performance excellence.



## NGO Speakers



**Mr. Chan Kai-ming**  
**Secretary General, Hong Kong Red Cross**

Mr. Chan is an experienced social worker with over 25 years of service in various fields years, Mr. Chan was heavily involved in the reform of performance appraisal system, staffing structure and remuneration package in his Agency. Besides a Registered Social Worker, Mr. Chan also acquired formal qualifications in social service management, town planning, public relations and communications management.



**Mrs. Victoria Kwok, RSW, JP**  
**Social Services Director**  
**The Salvation Army Hong Kong & Macau Command**

Mrs. Victoria Kwok is the Director for Social Services Department of The Salvation Army Hong Kong & Macau Command. The Salvation Army is a Christian organization operating over 90 social service units and projects, covering 35 types of services of community outreaching, day centres and residential homes, with a staff force of about 1,300.



**Ms. Sally Law**  
**Training & Development Director, Hong Kong Sheng Kung Hui Welfare Council**

Ms. Sally Law is the Training and Development Director of Hong Kong Sheng Kung Hui Welfare Council, Miss Law has extensive experiences in supervising various types of services, including child care service, children and youth service, rehabilitation service, elderly service and integrated service.

## Method for Registration

- Please complete the **Enrollment Form (B01)** 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 processed 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 us if you do not receive any notification.



## CEOs meet CEOs Luncheon Series

### 總裁對談系列暨午餐會

An informal shared platform to address key issues and challenges in the sector.

## Managing Changes in Brand Differentiation, Positioning and Identification of Service Uniqueness in a Competitive Market for NGOs

- ✦ Sharing experience on how a statutory body drives cultural changes, instills a new mentality for staff to think out of the box in facing competitive market
- ✦ Highlighting Ocean Park's experience in managing changes regarding brand different position and identification of service uniqueness
- ✦ Suitable for NGOs' Board Members and CEOs who would like to learn from Ocean Park's experience so as to gear such change process in NGO sector

Board Members  
and Agency Heads  
of HKCSS Agency  
Members are  
invited!

### Speaker



**Mr. Tom Mehrmann,**  
Chief Executive,  
Ocean Park Corporation

4 May 2007(Friday)

Time: 12pm to 2pm  
Venue: 5/F, Function Room  
Duke of Windsor Social Service Building  
15 Hennessy Road, Wanchai, Hong Kong  
Target: NGO Board Members & Agency Heads  
Medium: English  
Cuisine: Chinese  
Fee: Free of charge

### Welcoming Remarks

**Mr. Bernard Chan**  
Chairperson, The Hong Kong Council of Social Service

**Ms. Christine Fang**  
Chief Executive, The Hong Kong Council of Social Service



Organizer Supporting Organization



### Speaker:

Mr. Tom Mehrmann is the Chief Executive of Ocean Park Corporation, the Hong Kong's sea-life and animal theme park hosting over 4 million visitors annually.

Mr. Mehrmann started his career in the theme park industry at Knott's Berry Farm in the United States as a park service attendant in 1977. From there, he spent the next 21 years working through the ranks eventually becoming Vice President of Park Operations and Entertainment. In 1998, he joined Six Flags Marine World as Vice President and General Manager, and later accepted an appointment as VP and GM of Warner Brothers Movie World in Madrid when the park was taken over by Six Flags in 2000. He had the responsibility for the design, development and construction of the US\$380 million Madrid Movie World, which opened in April 2002 with revenues of US\$71 million a year.

Since joining Ocean Park in 2004, he has directed the activities of the park to achieve 3 successive years of the highest attendance, revenue and surpluses in the company history. Highlighting the growth and evolution of Ocean Park under Mr. Mehrmann's direction, Forbes.com in 2006 named the park as one of the 10 most popular theme parks in the world based on annual attendance of over 4million guests.



### Reservation Details:

- ✦ **Deadline:** April 13, 2007
- ✦ Quota is 80 seats
- ✦ A maximum of 3 seats will be available for each Agency Member
- ✦ Reservation will be processed on a *first-come-first-serve* basis
- ✦ Please complete **Reservation Form (C01)** on p.58 and send to the Institute by fax/ mail.
- ✦ Only the completed forms will be processed.
- ✦ Results will be sent via email one week before the event date.
- ✦ Please contact us if you do not receive any notification.

### Enquiries:

Please contact the HKCSS Institute at 2876 2454 or [institute@hkcss.org.hk](mailto:institute@hkcss.org.hk).





**Kieran Rivett CPA (Aust.)**  
Finance Director Europe  
Sony ATV Music Publishing

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Certificate  
證書課程  
Courses





## Certificate in Social Entrepreneurship

April - July 2007

Course Code:07A-C01

(只提供英文版)

### Course Objectives

Against the background that there is a general lack of trained managers with business perspective to operate social enterprise (SE), this programme aims to equip social enterprise practitioners and other executives planning to start social business with business knowledge and operational skills in running SE.

HKCSS is invited by The Commission on Poverty, HKSAR Government to form a consultancy team to develop and implement this certificate course. This consultancy team is composed of scholars of The Chinese University of Hong Kong, The City University of Hong Kong, Hong Kong Baptist University, The University of Hong Kong and representatives of The Hong Kong Council of Social Service.

### Characteristics

- ★ Case study approach to analyze various aspects of social enterprise such as governance, management, marketing strategies, etc.;
- ★ Curriculum developed by drawing reference to similar course of overseas universities with consideration of local characteristics;
- ★ A cross-disciplinary training curriculum enabling students to learn business skills with a social angle;
- ★ A mentorship scheme to bridge in-class training with real-life application of business knowledge;
- ★ Guest speakers of SME and SE field sharing practical experiences in running business.

### Partner Organizations (arranged in alphabetical order)



### Target Participants

**Targets:** Senior to middle level personnel in existing SE projects or those planning to start social business in both NGO and private sector.

### Course Details

**Date:** From 25 April 2007 to 25 July 2007 (Every Wednesday)  
**Time:** 2:30 pm to 5:30 pm (except for 25 July - 9:30 a.m to 5:30 p.m)  
**Venue:** Room 202, Duke of Windsor Social Service BLDG, 15 Hennessy Road, Wanchai  
(Class on 2 May 2007 will be held in Room 103)  
**Medium:** Cantonese (supplemented with English)  
**Class size:** 36  
- 30 vacancies for students taking full certificate course  
- 6 vacancies per session for students taking individual session  
**Fee:** HKD\$4,500 for full course, HKD\$400 for each session  
**Course Fee Rebate:** Participants nominated by social enterprises operated by charitable organizations or Agency Members of HKCSS are eligible for 90% fee rebate after fulfilling the following requirements:  
(not applicable to students taking individual session)  
- 80% attendance rate;  
- completion of group presentation project;  
- completion of mentorship scheme.

Reimbursement  
**90%**  
course fee

### Mentorship scheme

This scheme will match up students with mentors from business and professional sectors. It aims to provide opportunities for mentees to learn business-running skills and experiences from experienced entrepreneurs and professionals. It bridges in-class training with real-life application of business knowledge through contacts between mentors and mentees, field visits, luncheons and other activities.

### Speakers

Lecturers of the training course would include members of the consultancy team and other speakers invited from business and professional sectors as well as tertiary institutes, such as lawyers to speak on legal knowledge for SE.

### Admission

Applicant should possess a post-secondary level of qualification and should supply a short paragraph of no more than 300 words on a separate sheet specifying why he / she is interested in the course. Please also complete the application form (A01 & A02)

### Assessment

A certificate of attendance will be awarded to students who have

- ★ achieved 80% or above attendance rate;
- ★ completed the group presentation project;
- ★ completed the mentorship scheme.

### Closing Date

March 23, 2007 (Friday)

### Enquiries

Please contact the HKCSS Institute at 2876-2454 or visit the website: [www.hkcss.org.hk](http://www.hkcss.org.hk). You may also contact Ms. Jessica Tam of HKCSS at 2864-2974.



## Course Structure

Session	Topic	Contents
<b>Module I: Starting-up and Planning Social Enterprise</b>		
<b>1</b> (April 25)	<b>Introduction to Social Entrepreneurship &amp; Social Enterprise</b>	<ul style="list-style-type: none"> <li>The distinction of nature between entrepreneurship / enterprise and social entrepreneurship / social enterprise</li> <li>Key challenges in starting up and running a social business</li> </ul>
<b>2</b> (May 2)	<b>Business planning and business models</b>	<ul style="list-style-type: none"> <li>Draw up a viable business plan</li> <li>Different types of business models and their applicability in SE Sector</li> </ul>
<b>3</b> (May 9)	<b>Exploring market niches</b>	<ul style="list-style-type: none"> <li>Capture market niches</li> <li>Business feasibility study</li> </ul>
<b>Module II: Governance and Management of Social Enterprise</b>		
<b>4</b> (May 16)	<b>Organizational governance and culture</b>	<ul style="list-style-type: none"> <li>Pros and cons of different forms of social enterprises, e.g. limited companies, cooperatives, subsidiary of NGOs/business</li> <li>Relevant legislation on starting up and running social enterprises</li> <li>Change in organizational culture in running social enterprises</li> </ul>
<b>5</b> (May 23)	<b>Financial planning and management</b>	<ul style="list-style-type: none"> <li>Financial planning and management for social enterprises</li> </ul>
<b>6</b> (May 30)	<b>Price of SE goods</b>	<ul style="list-style-type: none"> <li>Pricing of SE products and services</li> </ul>
<b>7</b> (June 6)	<b>Managing stakeholders' expectation</b>	<ul style="list-style-type: none"> <li>Managing staff relations and HR management</li> <li>Managing funders', customers' and service users' expectation</li> </ul>
<b>8</b> (June 13)	<b>Social marketing</b>	<ul style="list-style-type: none"> <li>Marketing strategies for SE sector</li> <li>Brand building of SE goods</li> </ul>

## Case Developers &amp; Speakers (listed according to the names of institutes in alphabetical order)



**Dr. Chua Bee Leng**  
Director  
Center for Entrepreneurship  
Faculty of Business Administration  
The Chinese University of Hong Kong  
(Case Developer & Speaker)



**Prof. Kevin Au**  
Associate Director  
Center for Entrepreneurship  
Faculty of Business Administration  
The Chinese University of Hong Kong  
(Case Developer & Speaker)



**Mr. Mingles Tsoi**  
Project Director  
Center for Entrepreneurship  
The Chinese University of Hong Kong  
(Case Developer & Speaker)



**Prof. Stephen Cheung**  
Professor (Chair) of Finance  
Department of Economic & Finance  
Faculty of Business  
The City University of Hong Kong  
(Case Developer & Speaker)



**Prof. Siu Wai Sum**  
Head and Professor  
Department of Marketing,  
School of Business  
Hong Kong Baptist University  
(Case Developer)

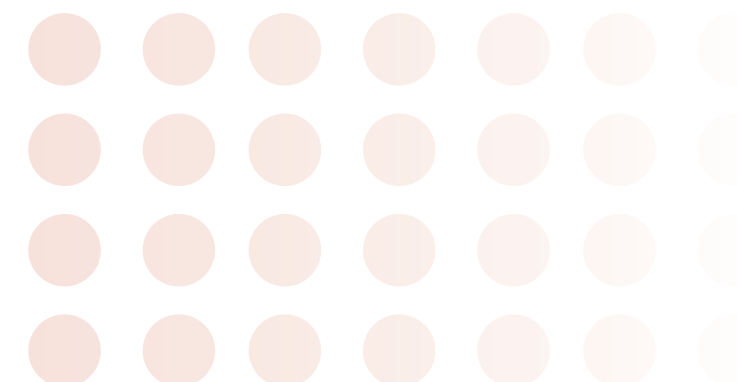


**Dr. Law Chi Kwong**  
Associate Professor  
Department of Social Work and  
Social Administration  
The University of Hong Kong  
(Case Developer & Speaker)

Session	Topic	Contents
<b>Module III: Managing Business Growth</b>		
<b>9</b> (June 20)	<b>Business alliance formation</b>	<ul style="list-style-type: none"> <li>Competition and co-operation in SE sector</li> <li>Different types of alliances with government business and professional sector (e.g. joint venture, outsourcing, franchising etc.)</li> <li>Corporate Social Responsibility</li> </ul>
<b>10</b> (June 27)	<b>Growth management</b>	<ul style="list-style-type: none"> <li>Managing profit and loss</li> <li>Innovation for social enterprise</li> </ul>
<b>11</b> (July 4)	<b>Tackle business failure</b>	<ul style="list-style-type: none"> <li>Common factors leading to SE failure</li> <li>Risk management</li> </ul>
<b>12</b> (July 11)	<b>Measure financial and social returns</b>	<ul style="list-style-type: none"> <li>Balance financial and social objectives</li> <li>Measurement of financial and social returns</li> </ul>
<b>Module IV: Group Assignment and Presentation</b>		
<b>13</b> (July 18)	<b>Tutorial class</b>	<ul style="list-style-type: none"> <li>Students will be divided into groups to draw up a business proposal on a new social enterprise or to analyze a real SE case</li> </ul>

**14 & 15**  
(July 25  
9:30-17:30)

**Group presentation 1**  
**Group presentation 2**





# Certificate 證書課程 Courses

## Professional Certificate in Certified Risk Planner (CRP)

May - July 2007

Course Code:07A-C02

(只提供英文版)



"Special presentation for Superintendents /  
Officers-in-charge of Elderly Residential Homes"

"NGO Cases Incorporated"

### Background

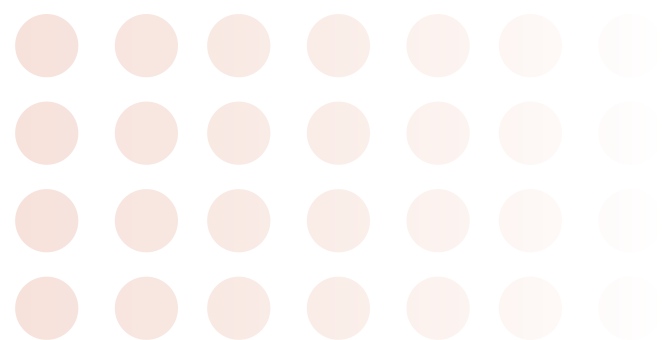
With the changing of the funding model of the social service sector, Agency members of the HKCSS are now having greater flexibility to deploy their resources to promote the betterment of social welfare service development in Hong Kong. Yet, they are also exposed to the highly turbulent world where unrecognized, unplanned for, and unmitigated risks and/or crises could probably sink a business. In view of this change and the challenge faced, HKCSS will collaborate with The Institute of Crisis and Risk Management (ICRM) and Hong Kong Shue Yan University (HKSJU) to launch a series of Professional Certificates in Certified Risk Planner (CRP) for different professionals in the social service sector.

### Characteristics

The professional designation of CRP is widely accepted and recognized by different academic institutions in Hong Kong. It is a matter of absolute discretion for individual employers and/or organizations to recognize any qualification to which this course may lead.

### Objectives

The CRP Programme is the most advanced, comprehensive and professional certification course emphasizing both the theory and practice of business risk and crisis management. It is designed to assist the managers, directors, executives and professionals in managing and controlling the critical situations, especially before, during, and after crisis. To fit the needs of the NGO practitioners, cases on different aspects of the sector will be developed and incorporated into the six modules of the certificate.



### Co-organizers (arranged in alphabetical order)



## Professional Certificate in Certified Risk Planner (CRP)

### Target Participants

**Targets:** All managers, in particular superintendents and officers-in-charge of Elderly Homes

### Course Details

**Dates:** From 3 May 2007 to 26 July 2007 (Every Thursday)  
**Time:** 2:30 pm to 5:30 pm  
**Duration:** 36 hours  
**Venue:** Room 202, Duke of Windsor Social Service BLDG, 15 Hennessy Road, Wanchai  
**Medium:** Cantonese supplemented with English (Course materials in English)  
**Class size:** 30



### Course Fee and Scholarship

- ✦ HK\$9,800
- ✦ The course has been included in the list of reimbursable courses for Continuing Education Fund (CEF). For application of CEF, please refer to p.53 for more information on.
- ✦ Scholarship of HK\$1,960 (20% of the course fee) would be available for students who have successfully completed the course and the required examination.

Scholarship  
**20%**  
course fee

### Admission Requirements: (please complete the application form (A01 & A02))

Preference will be given to applicants who have:

- ✦ at least three years supervisory experience;
- ✦ recommendation from their employers.

### Assessment

The formal assessment of the course consists of assignment(s) and an examination. To pass the course, students must pass in both of the assignment and examination.

**Attendance requirement:** 80%  
**Course work / Assignment:** 50%  
**Examination:** 50% (One 3-hour examination)  
**Total:** 100%

### Certificates

- ✦ Certificates will be issued by ICRM, HKSYU and HKCSS to students upon successful completion of the course and the required examination.
- ✦ Certificate holders would be awarded the title of "Certified Risk Planner" (核准風險評估策劃師) if they register as a member of ICRM (Member assessment fee: HK\$1,200; member annual fee: HK\$400).

### Closing Date

April 4, 2007

### Enquiries

Please contact the HKCSS Institute.



Course Structure

Session	Topic	Contents
1 May 3 & 10	Corporate Asset (Safety and Security) Management	<ul style="list-style-type: none"><li>• Identification of safety and security risks and threats to the organization, products, and services</li><li>• Developing the protective system engineering and design planning process</li><li>• Implementing a systematic safety and security management survey, audit, and training</li><li>• Integrating the key security and safety matrix for organization</li><li>• Fulfilling legal liability, practices and social responsibility, and organization culture and goals</li></ul>
2 May 17 & 31	Enterprise Operational Risk Management	<ul style="list-style-type: none"><li>• Understanding the operational risk management concepts and types of risks in Asia Pacific Region and Global business</li><li>• Using the risk assessment and analysis</li><li>• Choosing the risk management tools for business and management decisions</li><li>• Developing business risk management balanced scorecard</li><li>• Benchmarking with different business risk management models</li></ul>

Session	Topic	Contents
3 June 7 & 14	Six Sigma Approach to Risk and Crisis Planning	<ul style="list-style-type: none"><li>• Understanding the key concept and tools of Six Sigma</li><li>• Application of sigma into the organizational products, services, processes, systems and structures</li><li>• Integrating the 6Q into business risk and crisis management planning</li><li>• Developing the critical and creative thinking and best practices</li><li>• Sustaining the critical success factors in the industries</li></ul>
4 June 21 & 28	Strategic Crisis Management	<ul style="list-style-type: none"><li>• Conducting the business impact analysis</li><li>• Formulating a crisis management plan</li><li>• Reviewing organization structure and functional responsibilities</li><li>• Defining the strategic and operational management approach</li><li>• Demonstrating the crisis leadership and resources management</li><li>• Driving the organization change</li></ul>
5 July 5 & 12	Financial Management in Corporate Decision Making	<ul style="list-style-type: none"><li>• Understanding the significance of financial management in corporate decision-making</li><li>• Identifying the corporate investment issues</li><li>• Reducing the business and financial risks</li><li>• Integrating the decision models</li></ul>
6 July 19 & 26	Business Ethics, Professional Code of Standards and Social Responsibility	<ul style="list-style-type: none"><li>• Developing the best-in-class business ethics</li><li>• Implementing the business ethics in the organizations internally and externally</li><li>• Maintaining the professional code of conduct</li><li>• Leading management approach to social responsibility and corporate citizenship</li><li>• Practical case studies and assessment</li></ul>

Members of the Course Team

Course Leaders

**Dr. Freddie Lee**  
Chairman  
The Institute of Crisis and Risk Management



Dr. Fred Lee is the chairman of The Institute of Crisis and Risk Management. Over twenty five years' management consulting experience in Asia, he has helped many corporations to solve the areas of critical business issues, cases, and risks and crises. He is a regular professional adviser and keynote speaker at various multinationals and conferences in areas of issue and case management, risk and crisis management, and strategic business and general management. His research is concerned with the full spectrum of risk and crisis management and has appeared in several academic journals, HBR, and professional articles, white papers, and case reviews in a variety of popular press, based primarily on original field research

**Dr. Joyce Chang**  
Head of Department of Social Work and Associate Professor  
Hong Kong Shue Yan University



Dr. Joyce Chang is now Head of Department of Social Work and Associate Professor at Hong Kong Shue Yan University. She has obtained the Professional Certificate of Certified Risk and Crises Management Planner, and is undergoing the trainers-course under Dr. Fred Lee. She hopes to promote and integrate the theory of risk and crises management into the welfare field with her ample past experiences as head of a large N.G.O. and pilot in various projects. She is well equipped to assist Dr. Lee in the case discussion relevant to the welfare field.

Dr. Chang has a doctorate degree in social work (Catholic U., U.S.A., 1993), a master's degree in social work (Carleton U., Ottawa, Canada, 1969), a diploma in Executive Management (Chinese U., 1985), Senior Civil Service Staff Development Programme 4.

Case Developer

**Ms. Grace Chan**  
Chief Officer (Elderly)  
The Hong Kong Council of Social Service



Ms. Grace Chan is currently the Chief Officer of Elderly Service of The Hong Kong Council of Social Service. Her educational background includes B.A (Disability Studies), Faculty of Health and Behavioral Science, Deakin University, Australia, and The University of Hong Kong (M.S.W). In the past ten years, she has been closely involved in developing and setting up different elderly services/units. Her areas of interest include service-related research and service development. She has received one of the Outstanding Young Social Worker Award in 2000. Ms. Chan sits on a number of committees in District Council and public service bodies. She is currently a member in HA Kowloon West Cluster-Clinical Research Ethic Committee.



# Certificate 證書課程 Courses

## Certificate in Accounting Practice for NGOs

May - July 2007

Course Code:07A-C03

(只提供英文版)

### Introduction

More NGOs specifically stress on financial management and control to maintain the robustness of management system and steadiness of financial growth. In light of fulfilling the requirements of funding providers and the general public, NGOs meet different challenges in handling the daily financial issues. With the support from CPA Australia, HKCSS has organized a series of accounting courses for NGOs to enable their accounting staff the up-to-date financial knowledge and contemporary approaches in managing NGO finance.

### Course Objectives

This training course is designed for NGO staff with an aim to provide basic and essential knowledge for handling daily accounting issues with the following objectives:

- ★ To provide essential knowledge for center supervisors/service managers in handling the accounting records
- ★ To provide knowledge for the accounting staff to handle a full book of accounts effectively with due diligence.
- ★ To give insights for management staff in decision making in financial issues.

### Target Participants

- Targets:**
- ★ Center Supervisors / Service Managers
  - ★ Accounting staff of NGOs
  - ★ Management staff responsible for financial issues

### Organizer



### Supporting organization



### Programme Details

<b>Dates:</b>	From 15 May 2007 to 10 July 2007 (Bi-weekly)	
<b>Time:</b>	9:30 am to 5:30 pm (for sessions on May 15, 29 and July 10, 2007) 9:30 am to 12:30pm (for session on June 12 & 26, 2007)	
<b>Duration:</b>	24 hours	
<b>Venue:</b>	Room 202, Duke of Windsor Social Service BLDG, 15 Hennessy Road, Wanchai	
<b>Medium:</b>	Cantonese supplemented with English (Course materials in English)	
<b>Class size:</b>	30	
<b>Fees:</b>	<b>Individual Sessions</b>	<b>Certificate Course (5 sessions)</b>
HKCSS Members	HK\$700 (Early Bird HK\$630) for Session 1,2,5 HK\$500 (Early Bird HK\$450) for Session 3,4	HK\$3,100 (Early Bird HK\$2,790)
Non-HKCSS Members	HK\$770 for Session 1,2,5 / HK\$550 for Session 3,4	HK\$3,410
<b>Deadline of Early Bird:</b>	On or before April 30, 2007 (applies only to HKCSS members)	

Early bird  
**10%**  
DISCOUNT

### Certificates

- ★ Certificates will be issued by the HKCSS Institute to students upon successful completion of all workshops

### Enquiries

Please contact the HKCSS Institute at 2876-2456 or visit the website: [www.hkcss.org.hk](http://www.hkcss.org.hk).

### Trainer's Profile

**Mr. Steve Lam** BSc(Econ), MBA, FCMA, CPA (Aust), FCPA  
Finance Manager  
The Hong Kong Society for the Aged (SAGE)



Mr. Steve Lam is responsible for the Agency's accounting and finance issues. Steve has fruitful experiences in handling the financial issues from perspectives of service centers and organization. He is also an experienced instructor in similar training courses for social work professionals. Besides, Steve is also a popular speaker in many NGO seminars with topics relating to financial management. With his experiences in financial profession and the social welfare environment, Steve is able to provide insights to the NGO staff of the welfare sector in topics relating to financial management. Prior to joining SAGE in August 2000, he has already had well experience in financial and management accounting, financial management and taxation in commercial sector. He currently holds the qualifications of Certified Public Accountant, Chartered Management Accountant, and Certified Practicing Accountant (Australia).

### Guest Speakers for Session 1,2 & 5

#### Ms. Bernice Chan

Head of Accounts  
Hong Chi Association

Miss Chan is a member of CPA Australia, and committee member of the Public Sector Committee. She has over 10 years of senior accounting experience in NGOs and the Public Sector

#### Ms. Alice Wong

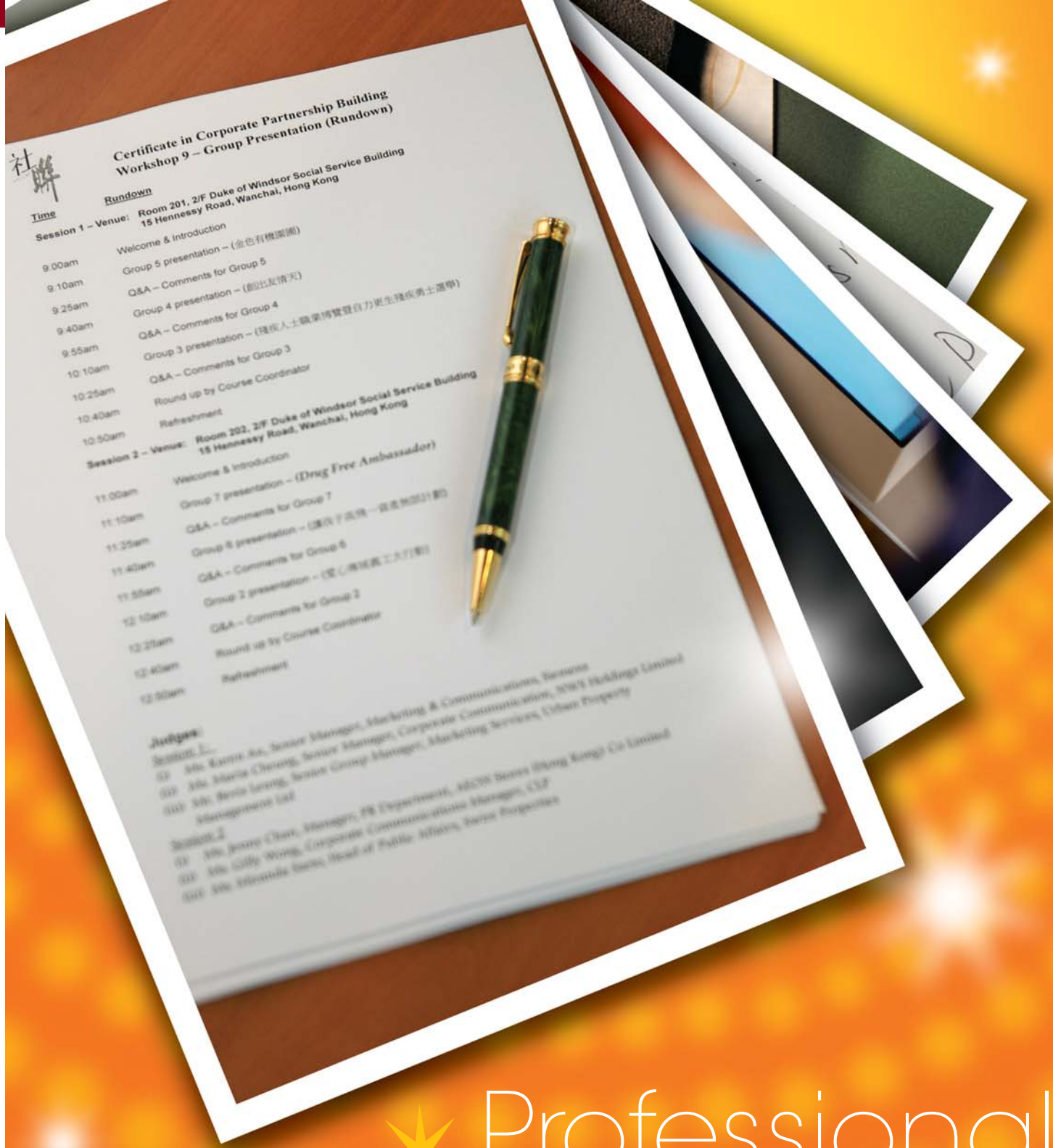
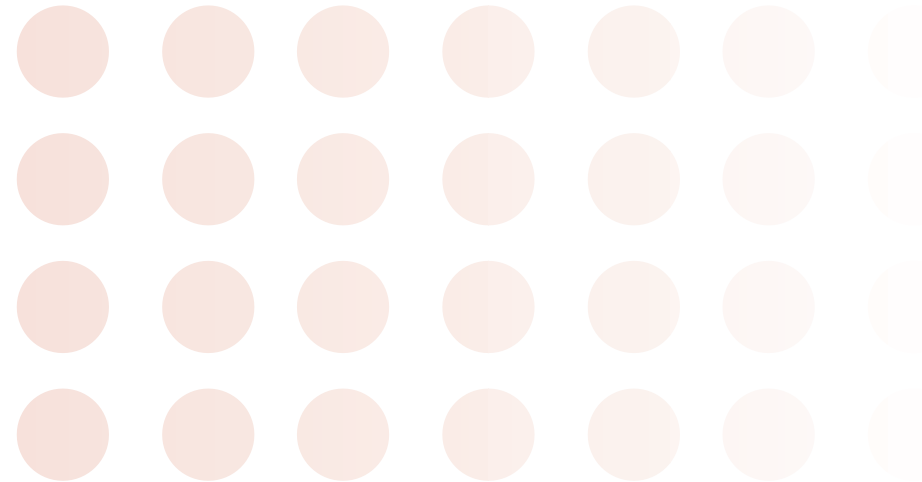
Director of Finance and Administration  
Hong Kong Young Women's Christian Association

Ms. Alice Wong has over 20 years senior management experience in commercial and public sector and currently the fellow member of HKICPA, member of CPA Australia and its Public Sector Committee.



Course Structure

Session	Topic	Contents
1 May 15 9:30-17:30	Essential Accounting Knowledge for Service Managers/Supervisors	<ul style="list-style-type: none"><li>• Introduction to financial management function, control and process</li><li>• Understanding and analyzing service unit's financial statements</li><li>• Assessing service unit's financial performance</li><li>• Budget planning, preparation and control of operations</li></ul>
2 May 29 9:30-17:30	Advanced Accounting Knowledge for NGO Accounting Staff	<ul style="list-style-type: none"><li>• Accounting principles and accounting cycle concept</li><li>• Understanding the classifications and relationship of items in the Balance Sheet and Income &amp; Expenditure Statement</li><li>• Distinction between Revenue and Capital income and expenditure</li><li>• Understanding government grants and their relationship with fixed assets accounting treatment</li><li>• Reconciliation between cash and accrual accounting for reporting purpose</li><li>• Accounting adjustments for AFR and audited financial statements</li></ul>
3 June 12 9:30-12:30	Financial Planning & Budgeting	<ul style="list-style-type: none"><li>• Budget Planning, Cost Information &amp; Control</li><li>• Financial Projection</li><li>• Financial Control System</li><li>• Financial Reserves &amp; Investment</li></ul>
4 June 26 9:30-12:30	Costing for Service Operations	<ul style="list-style-type: none"><li>• Introduction to full cost accounting concept and its use in services and operations</li><li>• Understanding cost allocations and measurements and their use in determining different service costs</li><li>• Mastering break-even analysis and using the tool for daily operations</li><li>• Formulating better decision making on 'contracting out' and service pricing</li></ul>
5 July 10 9:30-17:30	Internal Control	<ul style="list-style-type: none"><li>• Understanding the importance and fundamentals of internal control</li><li>• Defining control objectives and areas for investigation</li><li>• Risk management framework and assessing organisational risks</li><li>• Developing control guidelines and procedures to safeguard organisational assets</li><li>• Internal control reports for management review and action</li><li>• Monitoring of risk management activities</li></ul>



Professional Enhancement  
專業提升課程  
Courses



Postmodern Collaborative Practices with  
Individuals, Couples, Families & Communities

(只提供英文版)

Co-organizer	Details
The Hong Kong Social Workers Association (HKSWA) & The Hong Kong Polytechnic University	<b>Course Code:</b> 07A-N01
	<b>Date:</b> April 14 & 15, 2007 (Saturday & Sunday)
	<b>Time:</b> 9:30am - 5:00pm
	<b>Venue:</b> Room GH201 (podium), Department of Applied Social Sciences The Hong Kong Polytechnic University
	<b>Targets:</b> Social workers, family therapists, counselors, psychologists, nurses and mental health officers
	<b>Class size:</b> -
	<b>Medium:</b> English
	<b>Fees:</b> HK\$1,500 (for HKCSS members) HK\$1,650 (for non-HKCSS members)
	<b>Closing date:</b> March 30, 2007
	<b>Enquiries:</b> For contact the HKCSS Institute or Ms. Carol Chan of Hong Kong Polytechnic University at 2766-5715
	<b>Trainer:</b> <i><b>Dr. Harlene Anderson,</b></i> Founding Director of the Galveston Family Institute, USA

Working with Internet Addicts

(只提供英文版)

Co-organizer	Details
Hong Kong Christian Service TOP Institute	<b>Course Code:</b> 07A-N02
	<b>Date:</b> April 20, 2007 (Friday)
	<b>Time:</b> 10:00am - 5:00pm
	<b>Venue:</b> LG/F, Headquarters, Hong Kong Christian Service, 33 Granville Road, Tsimshatsui, Kowloon
	<b>Targets:</b> Social workers, youth workers, counselors and teachers
	<b>Class size:</b> 30
	<b>Medium:</b> Cantonese (supplemented with English)
	<b>Fees:</b> HK\$400 (for HKCSS members) HK\$440 (for non-HKCSS members)
	<b>Closing date:</b> April 4, 2007
	<b>Enquiries:</b> Please contact the HKCSS Institute or Ms. Vivien Lee of Hong Kong Christine Service at 3586 8213
	<b>Trainer:</b> <i><b>Ms Ida Yip,</b></i> Service Supervisor, Online New Page Project and social worker of the team. Ms Yip (MSW, B.S.Soc. in Social Work) has been a school social worker, supervisor of an integrated children and youth service centre, and the professional assistant of the Agency service development department. Since 2004, she has been pioneering the service for the internet addicts.

「有特殊學習需要學童」之全方位支援證書課程

(CHINESE VERSION ONLY)

合辦機構	資料
協康會	<b>課程編號:</b> 07A-N03
	<b>日期:</b> 2007年4月27日 至2007年6 月1日 (逢星期五)
	<b>時間:</b> 6:30pm — 8:30pm
	<b>地點:</b> 香港灣仔軒尼詩15號溫莎公爵社會服務大廈103室
	<b>對象:</b> 從事社會服務機構、教育機構、醫療機構及自助組 織等相關的專業人士，包括社會工作者、教師、醫 護人員、機構管理人員及其他有興趣人士。
	<b>名額:</b> 100
	<b>授課語言:</b> 廣東話(輔以英語)
	<b>費用:</b> 社聯會員—HK\$100 每堂(或HK\$480共六堂) 非社聯會員—HK\$110 每堂(或HK\$600共六堂)
	<b>證書:</b> 凡出席滿六節專題講座之參加者，可獲「協康 會」頒發之課程證書。
	<b>截止報名日期:</b> 2007年4月20日
	<b>查詢:</b> 可聯絡本學院或協康會訓練部葉小姐 (電話) 2784 7700
	<b>導師:</b> 協康會各專業範疇之資深導師 包括：臨床/ 教育心理學家、社工、言語治療 師、物理治療師及職業治療師

Staff Supervision through arts:  
Team building and motivating self actualization

(只提供英文版)

Co-organizer	Details
The Baptist Oi Kwan Social Service	<b>Course Code:</b> 07A-N04
	<b>Date &amp; Time:</b> May 5 (Saturday 10:00am - 5:00pm), May 9 (Wednesday 2:00pm - 5:00pm) & May 11 (Friday 2:00pm - 5:00pm)
	<b>Venue:</b> Room 908, 9/F, 36 Oi Kwan Road, Wanchai, Hong Kong
	<b>Targets:</b> Supervisory and management level of NGO staff
	<b>Class size:</b> 30
	<b>Medium:</b> Cantonese (supplemented with English)
	<b>Fees:</b> HK\$200/session ; HK\$800/4session (for HKCSS member) HK\$220/session ; HK\$880/4session (for non HKCSS member)
	<b>Closing date:</b> April 20, 2007
	<b>Enquiries:</b> Please contact the HKCSS Institute or Ms. Chan of Baptist Oi Kwan Social Service at 3413 1613.
	<b>Trainer:</b> <i><b>Dr Zarina Lam,</b></i> MSW, MEd (Ed Psy), DipMngt., PhD Dr. Lam is currently the Chief Executive of Baptist Oi Kwan Social Service. She is an experienced art therapy trainer and a management practitioner.



## How to Create Child-friendly Play Environment in Your Service (只提供英文版)

### Co-organizer

Playright Children's Play Association

### Objectives

- To enable a child-friendly play space in your service settings
- To provide unique experience for children through the workshop

### Contents

This workshop will equip manager/ supervisor of child-related NGOs with:

- Steps and guideline before planning your play space
- Example and demonstration of different child-friendly play settings
- Tips to include children in your project

### Details

**Course Code:** 07A-N05  
**Date:** June 15, 2007 (Tuesday)  
**Time:** 2:30pm - 5:00pm  
**Venue:** Room 202, Duke of Windsor Social Service BLDG, 15 Hennessy Road, Wanchai  
**Targets:** Managers /supervisors of child-related NGOs  
**Class size:** 40  
**Medium:** Cantonese (handouts in English)  
**Fees:** \$450 (for HKCSS members)  
\$500 (for non-HKCSS members)  
**Closing date:** May 7, 2007  
**Enquiries:** Please contact the HKCSS Institute or Ms. Ada Wong of Playright at 2898 2922  
**Trainer:** **Mr. Chris Yuen**, Senior Play Environment Designer, Playright Children's Play Association  
Mr. Chris Yuen has been the Play Environment Designer of Playright since 2001. He has rich experience in play environment design as well as play safety inspection. He has been involving heavily in various play environment consultation projects especially in school and centre setting. Chris received his Building Surveying (BSc Hons) and obtained his further training in design from Hong Kong Productivity Council. He is also the certified Playground Safety Inspector which is recognized by The National Playground Safety Institute, US.

## 3-D Kits for Working with Older Adults (只提供英文版)

### Co-organizer

Evangelical Lutheran Church of Hong Kong

### Objectives

- To provide a conceptual and practical knowledge base
- To address the three core issues of aging, namely Depression, Dementia in addition to Death and Dying.
- To equip participants with the skills to handle the 3-D issues and able to use the Long Term Care Service System as wise practitioners

### Contents

- Depression:** to identify and support the depressive and at-risk elders; Dos and Dents
- Dementia:** to identify and differentiate MCI/ Symptoms of early-stage dementia, moderate and severe Dementia; to support the demented elders and family caregivers at community level
- Death and Dying Issues of Ageing:** education of life and death issues among older adults, to breakthrough the taboos, bereavement and end-of-life issues, the use of advanced directives
- Practical Casework with the Needy Older Adults at Community Level:** wise use of the Long Term Care Service System and Community Resources
- Sharing of Related Service Projects and Instrument:** Intervention with Life Story Approach, Supporting the Demented Elders at Community Level; Use of GDS, MMSE and Advanced Directives; Illustration of typical cases of older elders, including cases with multiple needs.

\*Applicants please fill in Application Form A01 & A02

### Details

**Course Code:** 07A-N07  
**Date:** July13, July27, August 10 & 24, 2007 (Alternate Fridays) (4 sessions)  
**Time:** 2:30pm - 4:30pm  
**Venue:** Room 202, Duke of Windsor Social Service BLDG, 15 Hennessy Road, Wanchai  
**Targets:** Priority will be given to social workers with around 2 years or less experience in working with older adults, other interested individuals are welcome\*  
**Class size:** 25  
**Medium:** Cantonese (supplemented with English)  
**Fees:** HK\$350 (for HKCSS members)  
HK\$400 (for non-HKCSS members)  
**Closing date:** June 29, 2007  
**Enquiries:** Please contact HKCSS Institute or Ms. Sally Sin Fung-yi of Evangelical Lutheran Church of Hong Kong at 3124 7633  
**Trainer:** **Professional staff team of ELCHK Integrated Elderly Service**, including experienced team leader of Counseling Service, team leader of Carer Support Service and Service Supervisors with Training in Gerontology; other speaker(s) well-versed in the related area from academic field will be invited.

## Basic Training for Facilitators in Batterers Intervention Program (BIP) - Emerge model with local adaptations (只提供英文版)

### Co-organizer

Harmony House

### Objectives

- To acquire educational / counseling skills on Batterers Intervention
- To deliver the Emerge intervention model with local adaptations

### Contents

- Introduction & history of domestic violence & batterers intervention
- Overview of Emerge Model
- Overview of First Stage group: Educational intervention
- Risk Assessment
- Overview of Second Stage group: Ongoing group intervention
- Partner Contacts & Safety Concerns
- Role Play
- Standards and Protocol
- Local application

### Details

**Course Code:** 07A-N06  
**Date:** July 11-13, 2007 (Wednesday to Friday)  
**Time:** 9:30am - 5:00pm  
**Venue:** Jockey Club Harmony Link (G/F Wing B, On Wah House, Lok Wah South Estate, Kwun Tong)  
**Targets:** Managers /supervisors of NGOs with children services  
**Class size:** 25  
**Medium:** Cantonese (supplemented with English)  
**Fees:** HK\$2,880 (for HKCSS members)  
HK\$3,200 (for non-HKCSS members)  
**Closing date:** June 27, 2007  
**Enquiries:** Please contact the HKCSS Institute or Ms. Joanna Lai of Harmony House at 2342 0072  
**Trainer** **Ms. Margaret Wong**, Executive Director of Harmony House  
Ms. Margaret Wong received Master's degree in Social Science in the University of Hong Kong. In the past 8 years, Ms. Wong has been invited to speak and provide training on domestic violence in numerous local and overseas conferences, seminars and workshops.  
**Ms. Heidi Ip**, Third Path Man Services & Crisis Intervention Team Supervisor  
Ms Heidi Ip received her Master of Art in Gender Studies in the Chinese University of Hong Kong. She has about 8 years of working experiences in domestic violence, especially battered spouse. She has rich experiences in training professionals such as social worker, police officer and teacher.  
**Ms. Joanna Lai**, Community Education and Resource Supervisor  
Ms Joanna Lai received her Master's degree in Social Work in the University of Hong Kong. She accumulates nearly 10 years of working experience in women services, new arrivals and domestic violence.  
Ms. Wong, Ms Ip and Ms. Lai are certified trainers of the Emerge model Batterers Intervention Program (BIP) (Massachusetts, USA) and have extensive experience in conducting BIP.





## 《香港慈善基金總覽2006》●●●●●●●●

### 最佳籌募資源工具書

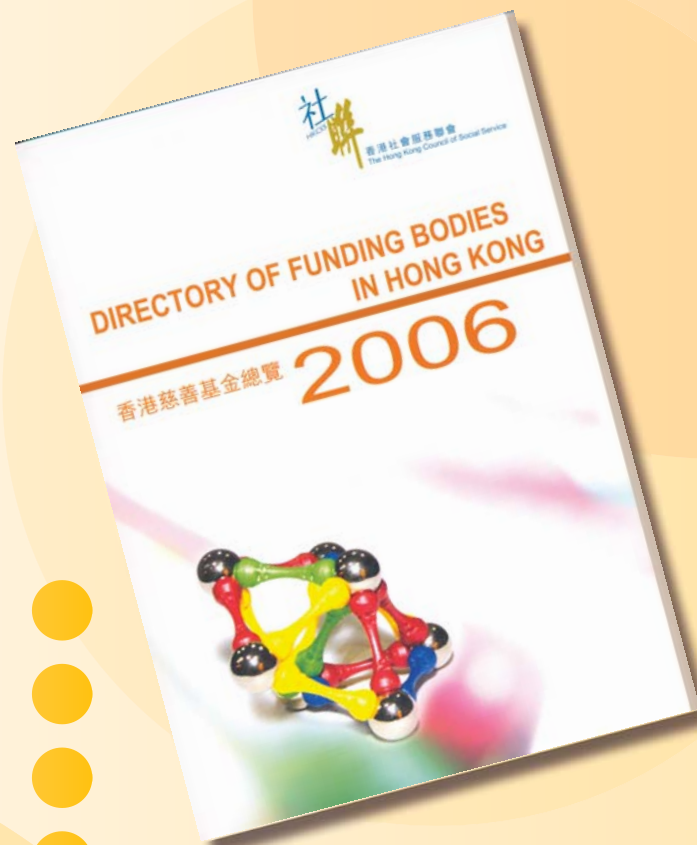
為讓NGO更認識慈善基金會的撥款方針及申請程序，以籌集資源發展社會服務，社聯於2006年9月出版《香港慈善基金總覽2006》，助NGO打開與慈善基金會合作之門。

#### 詳列逾百個慈善基金會最新資料

- 基金簡介及聯絡方法
- 資助方針及對象
- 申請程序
- 評審準則
- 近期資助項目

#### 申請慈善基金會撥款指引

- 按申請撥款的不同階段，提供實用貼士
- 讓讀者更掌握慈善基金會的工作



原價 ~~\$264~~  
社聯機構會員 \$220  
捐獻者權利約章成員 \$154

### 數量有限 欲購從速!

現正於社聯圖書館發售。郵購表格可於社聯資源發展及籌款部網頁 (<http://www.hkcass.org.hk/sdp/rdp/>) 下載。

查詢及訂購電話：2876 2452



## Short 短期課程 Courses

### List of Short Courses 短期課程一覽

- |  |                          |
|--|--------------------------|
| • Time Management for Building an Effective Staff Team | April 24, 2007           |
| • Working with the Media                               | April 27, 2007           |
| • Tactics of Handling Crisis in Service Delivery       | April 30 & May 7, 2007   |
| • Handling Difficult Customers & Critical Complaints   | May 8, 2007              |
| • Supervision Skills for Social Workers                | May 9, 2007              |
| • Leading Effective Meeting                            | May 18, 2007             |
| • 觸動人心—李燦榮溝通方程式  | June 1, 2007             |
| • Creative Problem Solving                             | June 5, 2007             |
| • Quality Management in Non-profit Organizations       | June 7, 14, 21, 28, 2007 |
| • Fundraising Strategies                               | June 22, 2007            |
| • Presentation Skills & Public Speaking                | July 3, 2007             |
| • Introduction to Customer Relations Management        | May 22, 2007             |



## Time Management for Building an Effective Staff Team (只提供英文版)

### Objectives

- To provide skills and techniques in managing time effectively
- To help NGO staff enhance their productivity at work

### Contents

- Developing a personal productivity philosophy
- Organizing your work area and your paper work
- Goal setting for peak performance
- Working effectively with technology
- Effectively use of meeting time
- Removing obstacles and eliminating time wasters

### Details

**Course Code:** 07A-S01  
**Date:** April 24, 2007 (Tuesday)  
**Time:** 9:30am - 5:00pm  
**Venue:** Room 202, Duke of Windsor Social Service BLDG  
15 Hennessy Road, Wanchai  
**Targets:** Supervisors or managers of NGOs  
**Class size:** 25  
**Medium:** Cantonese (supplemented with English)  
**Fees:** HKCSS member - HK\$700 (early bird HK\$630)  
Non - HKCSS member - HK\$770  
**Early bird date:** on or before April 4, 2007  
**Enquiries** Please contact the HKCSS Institute

Early bird  
10%  
DISCOUNT

### Trainer



#### **Dr. Kwong Chun Wai, Michael** 鄭俊偉先生

DBA, MBA, FIIM, MIMgt, MCIM, MSIS, FSCM, MHKIM, RFP, Dip.M, C.Mgr, B.A.(Hon)

Dr. Michael Kwong graduated from the University of Nottingham (U.K.) and has worked in various leading media corporations with over fifteen years' of successful experience in the sales and marketing field. He is frequently invited to give talks on marketing strategy, selling skills, customer service, CRM and other related topics by business and non-profit making organizations including Hong Kong Institute of Marketing, Chinese University of Hong Kong, Hong Kong General Chamber of Commerce etc.

Dr. Kwong has served in the past as an executive committee member of the Chartered Institute of Marketing (HK branch) and Training Director of the Hong Kong Institute of Marketing. He is currently an independent non-executive director for New Capital Investment (1062) and China Haidian Group Ltd (256), both listed on HK Stock Exchange, and a training consultant specializing in the area of Marketing, Selling, Negotiation and CRM.

## Tactics of Handling Crisis in Service Delivery (只提供英文版)

### Objectives

- To provide knowledge for proper handling of crisis
- To enhance the knowledge sharing in handling crisis from NGO perspective

### Contents

#### Concepts of crisis management

- Recognition
- Precognition
- Prevention
- Preparation
- Planning
- Training
- Management
- Solution

#### Conflict Management

- Basic concepts in conflict management
- Understanding Conflict Management Style
- Conflict resolutions
- Handling complaints

#### Working with the media

- Who is the spokesman and what to speak to media
- Vital and essential information
- Skills in diffusing further potential problems
- Be a helpful agency to media

### Details

**Course Code:** 07A-S03  
**Date:** April 30, 2007 (Monday) 9:30am - 5:00pm AND  
May 7, 2007 (Monday) 9:30 - 12:30pm  
**Venue:** Room 202, Duke of Windsor Social Service BLDG  
15 Hennessy Road, Wanchai  
**Targets:** Supervisors or Managers of NGOs  
**Class size:** 30  
**Medium:** Cantonese (supplemented with English)  
**Fees:** HKCSS member - HK\$1,200 (early bird HK\$1,080)  
Non - HKCSS member - HK\$1,320  
**Early bird date:** on or before April 13, 2007  
**Enquiries** Please contact the HKCSS Institute

Early bird  
10%  
DISCOUNT

### Trainer



#### **Ms. Cheng Wai Kwan Joel** 鄭惠君女士

Project Officer of School Crisis Management Support Scheme  
The Boys' and Girls' Clubs Association of Hong Kong

Ms. Cheng has been working in BGCA for about 15 years. She has rich experience in both field works and teaching. She worked for outreaching programmes, Youth Integrated Team, School Crisis Management Support Scheme and etc. She had conducted school crisis workshops for primary & secondary school teachers and principals of over 250 schools. In 2004, she was invited by Peking University Graduate School of Education as speaker to conduct workshops (全國首屆校園危機管理高級研修班) for principals and school leaders in China. She was also invited by Education Department of Macau to conduct workshops for school personnel. In the past two years, she provided crisis management trainings for principals in Government and Non-Government schools.

## Working with the Media (只提供英文版)

### Objectives

- To provide skills and knowledge for NGO staff in working with the media
- To help NGOs develop good relationship with the media

### Contents

- Knowing the media (the practice and the news angle)
- How to make friends with the media and be a helpful agency
- Golden rules in working with the media
- Skills in interviews
- Golden rules in a press conference

### Details

**Course Code:** 07A-S02  
**Date:** April 27, 2007 (Friday)  
**Time:** 6:30pm - 9:30pm  
**Venue:** Room 201, Duke of Windsor Social Service BLDG  
15 Hennessy Road, Wanchai  
**Targets:** NGO staff  
**Class size:** 25  
**Medium:** Cantonese (supplemented with English)  
**Fees:** HKCSS member - HK\$500 (early bird HK\$450)  
Non - HKCSS member - HK\$550  
**Early bird date:** on or before April 4, 2007  
**Enquiries** Please contact the HKCSS Institute

Early bird  
10%  
DISCOUNT

### Trainer



#### **Ms. Janice Lui Yuen-ying** 呂婉瑩女士

Producer FM 104 Metro Finance

Ms. Janice Lui is one of the few people in Hong Kong that have flourish cross media experience. She currently serves as Finance Editor and Producer of FM 104 Metro Finance, and is responsible for leading the production and hosting various anchored programmes, providing and analyzing the latest information in the areas of finance, science and technology.

Prior to joining Metro Finance, Janice was Assistant Business Editor of Asia Television (ATV). Other than daily newsroom management, she was the anchorwoman of the daily News and Financial News programme. While at ATV, she was also the programme host of various public affairs and financial TV programmes, including the first-of-its-kind political live chat TV show, "龍門陣", and the financial programme, "金錢世界". Before the electronic media days, Janice worked for a number of influential local dailies and magazines.

## Handling Difficult Customers & Critical Complaints (只提供英文版)

### Objectives

- To provide techniques for handling difficult customers in critical situations;
- To help supervisors managing their staff in handling difficult cases

### Contents

- Understanding and analysis of the complaints and customers
- Roles of supervisor in handling difficult cases
- Mechanism or policy for handling difficult cases
- Consequences of mishandling cases
- Case studies

### Details

**Course Code:** 07A-S04  
**Date:** May 8, 2007 (Tuesday)  
**Time:** 9:30am - 5:00pm  
**Venue:** Room 202, Duke of Windsor Social Service BLDG  
15 Hennessy Road, Wanchai  
**Targets:** NGO staff  
**Class size:** 30  
**Medium:** Cantonese (course materials in English)  
**Fees:** HKCSS member - HK\$700 (early bird HK\$630)  
Non - HKCSS member - HK\$770  
**Early bird date:** on or before April 20, 2007  
**Enquiries** Please contact the HKCSS Institute

Early bird  
10%  
DISCOUNT

### Trainer



#### **Mr. William Chau** 周志基先生

Honorable Consultant  
B2A Consulting Ltd.

Before joining B2A, Mr. William Chau has been the Executive Director of the Tiptop Consultants Ltd. of Hong Kong. Mr. Chau is a very well-known trainer in customer services, team building and motivation, experiential programmes, and field coaching, and has worked with numerous numbers of clients in all kinds of industries, government departments and agencies.

Mr. Chau has been famous with his highly interactive and lively presentations style. He has also chaired and facilitated numerous numbers of sizable seminars and talks, including the recent ones for the CLP Power Annual Customer Conference and the Hong Kong ACE Conference.



# Supervision Skills for Social Workers

(只提供英文版)

## Objectives

- To provide contemporary knowledge of supervision
- To enhance the competence of supervision for social workers
- To prepare the social workers who will be promoted to supervisor later in future

## Contents

- What makes a good supervisor?
- Time Management
- Models of Supervision and the Implications
- Common difficulties in frontline supervision and the solutions
- Team building and communication techniques under organizational changes
- Coaching Skills
- Dilemmas of social workers as supervisor
- Case studies

## Details

<b>Course Code:</b>	07A-S05
<b>Date:</b>	May 9, 2007 (Wednesday)
<b>Time:</b>	9:30am - 5:00pm
<b>Venue:</b>	Room 201, Duke of Windsor Social Service BLDG 15 Hennessy Road, Wanchai
<b>Targets:</b>	Mid-level and frontline supervisors
<b>Class size:</b>	30
<b>Medium:</b>	Cantonese (supplemented with English)
<b>Fees:</b>	HKCSS member - HK\$700 (early bird HK\$630) Non - HKCSS member - HK\$770
<b>Early bird date:</b>	on or before April 20, 2007
<b>Enquiries</b>	Please contact the HKCSS Institute



## Trainer



**Ms. Sally Law 羅家慧女士**  
Training & Development Director  
Hong Kong Sheng Kung Hui Welfare Council

Ms. Sally Law is the Training and Development Director of Hong Kong Sheng Kung Hui Welfare Council, providing professional training and management consultancy services. Being an experienced social worker, Ms. Law has extensive experiences in supervising various types of services, including child care service, children and youth service, rehabilitation service, elderly service and integrated service. Ms. Law has also offered training and consultancy in social service management including quality management, supervision and coaching, staff care and spiritual care, crisis management.

# Leading Effective Meeting

(只提供英文版)

## Objectives

- To provide knowledge and skills for immediate use
- To produce outcomes beneficial to the organization

## Contents

- Why we meet - building a "roadmap" for desired outcomes?
- Preparations before a meeting - know who will be coming for the meeting
- Understanding different styles of meeting participants - stimulating discussions and generating innovative ideas
- Moving a deadlocked meeting
- True cost of meetings
- Creative and effective meetings
- Important meeting management tips
- Delegate effectively
- Dealing successfully with disruptive members

## Details

<b>Course Code:</b>	07A-S06
<b>Date:</b>	May 18, 2007 (Friday)
<b>Time:</b>	9:30am - 12:30pm
<b>Venue:</b>	Room 202, Duke of Windsor Social Service BLDG 15 Hennessy Road, Wanchai
<b>Targets:</b>	Supervisory/ Management level of NGO Staff
<b>Class size:</b>	30
<b>Medium:</b>	Cantonese (supplemented with English)
<b>Fees:</b>	HKCSS member - HK\$500 (early bird HK\$450) Non - HKCSS member - HK\$550
<b>Early bird date:</b>	on or before April 30, 2007
<b>Enquiries</b>	Please contact the HKCSS Institute



## Trainer



**Mr. Timothy Ma 馬錦華先生**  
Executive Director  
Senior Citizen Home Safety Association

Mr. Timothy K. W. Ma is currently the Executive Director of Senior Citizen Home Safety Association since 1996. Under his leadership, the organization is now the most successfully self-finance social enterprise serving more than 48,500 service users. He leads a team of 120 staff and 750 trained volunteers rendering 24-hourly operating supportive and relief service to the thousands of elders and chronic invalids in Hong Kong. The agency was also awarded the Asia Pacific 2005 NGO Award, and also an accredited SS social service agency. He has been one of the trainer of SQS, and also conducted lots of staff training for the NGOs on topics like Team Building, Creativity and Innovation, Leading Efficient Meeting, Resource Development, Efficient and Effective Supervision, as well as Fund Raising & Flag Day Workshop.

# 觸動人心 - 李燦榮溝通方程式

(CHINESE VERSION ONLY)

## 目標

社工一向著重並善長於溝通技巧，然而面對服務使用者、同事及其他工作的上合作伙伴，則要通曉溝通的學問才能達至水到渠成的果效。本課程為你提供一條溝通方程式，助你用於任何地方、任何場合和任何人士都能達至成功的溝通。

## 內容

講員綜合各家學問，發明了一條溝通方程式，與你分享關於 Radio Talk, TV Talk 及 Interactive Talk 的秘訣，並會教你如何有效溝通，贏取你的事業及人際關係。他以四個層次的溝通，和兩個提高技巧的層次，指導您如何應用這條方程式，並成為溝通大贏家。此外，講員亦從他的相關傳媒以及培訓教學經驗，探討溝通要點，當中談及輔導、面試、擔任主持和面對傳媒的技巧。

## 資料

<b>課程編號:</b>	07A-S07
<b>日期:</b>	2007年6月1日 (星期五)
<b>時間:</b>	9:30am - 5:00pm
<b>地點:</b>	香港灣仔軒尼詩道15號 溫莎公爵社會服務大廈 202室
<b>對象:</b>	社福界機構主管級員工
<b>名額:</b>	50
<b>授課語言:</b>	廣東話(輔以英語)
<b>收費:</b>	社聯會員 — HK\$700(特惠價: HK\$630) 非社聯會員 — HK\$770
<b>特惠期:</b>	2007年5月16日或之前
<b>查詢:</b>	請聯絡本學院



## 講員



**李燦榮先生**

李先生為時事評論員，曾為亞洲電視、壹週刊及無線電視記者，曾經為互動電視清談節目《i-talk有話直說》主持（於香港有線電視27台播放）。現為now財經台(333台)《大鳴大放》主持人與及香港電台電視節目《視播縱橫》及《傳媒春秋》等節目主持人、亦於香港電台主持廣播節目《晨光第一線》及健康對談。曾任教香港浸會大學及香港城市大學及中東書院。現任中原訓練學院客席講師、Amaz talk溝通技巧工作坊導師、面對傳媒技巧導師、記憶學導師。他於2005年成立「李燦榮顧問有限公司」，於不同企業和學校進行培訓工作，並撰寫有關提升溝通技巧的書籍。

# Creative Problem Solving

(只提供英文版)

## Objectives

- To introduce some unique, effective approaches to problem solving and decision making
- To make improvements in efficiency, performance, and productivity

## Contents

- Using creative thinking exercises
- Ideas generation techniques
- Applying creative problem solving models
- Stimulating innovation in workplace
- Making effective decisions

## Details

<b>Course Code:</b>	07A-S08
<b>Date:</b>	June 5, 2007 (Friday)
<b>Time:</b>	9:30am - 5:00pm
<b>Venue:</b>	Room 202, Duke of Windsor Social Service BLDG 15 Hennessy Road, Wanchai
<b>Targets:</b>	Management Level of NGO staff
<b>Class size:</b>	30
<b>Medium:</b>	Cantonese (supplemented with English)
<b>Fees:</b>	HKCSS member - HK\$700 (early bird HK\$630) Non - HKCSS member - HK\$770
<b>Early bird date:</b>	on or before May 18, 2007
<b>Enquiries</b>	Please contact the HKCSS Institute



## Trainer



**Dr. Kwong Chun Wai, Michael 鄭俊偉先生**  
DBA, MBA, FIIM, MImgt, MCIM, MSIS, FISCM, MHKIM, RFP, Dip.M, C.Mgr, B.A.(Hon)

Dr. Michael Kwong graduated from the University of Nottingham (U.K.) and has worked in various leading media corporations with over fifteen years' of successful experience in the sales and marketing field. He is frequently invited to give talks on marketing strategy, selling skills, customer service, CRM and other related topics by business and non-profit making organizations including Hong Kong Institute of Marketing, Chinese University of Hong Kong, Hong Kong General Chamber of Commerce etc.

Dr. Kwong has served in the past as an executive committee member of the Chartered Institute of Marketing (HK branch) and Training Director of the Hong Kong Institute of Marketing. He is currently an independent non-executive director for New Capital Investment (1062) and China Haidian Group Ltd (256), both listed on HK Stock Exchange, and a training consultant specializing in the area of Marketing, Selling, Negotiation and CRM.



# Quality Management in Non-profit Organizations

(只提供英文版)

## Objectives

Upon completing the workshop, the participants are expected to be able to:

- To equip the participants with the knowledge of an integrated approach to organizational performance management so as to improve overall organizational effectiveness and capabilities
- To provide skills and techniques to develop, maintain and improve a management system driving performance excellence in all aspects.

## Contents

### Session 1: Driving Performance Excellence

- Introduction to the latest management philosophy
- Comparison on the latest management models
- Using management systems and models

### Session 2: From Mission to Results

- How From Mission to Results can help in business planning
- The roles and responsibilities at each level of management
- Benefits, barriers and critical success factors

### Session 3: Achieving Organizational and Service Success through Continuous Improvement

- Seven habits of ineffective process
- Practical tools & steps for Business Process Improvement
- Difficulties and success factors

### Session 4: Management by Fact

- Critical Performance Measures & the tools
- Performance Analysis facilitating Decision Making

## Details

**Course Code:** 07A-S09  
**Date:** June 7, 14, 21, 28, 2007 (Thursdays)  
**Time:** 9:30am - 12:30pm  
**Venue:** Room 202, Duke of Windsor Social Service BLDG  
15 Hennessy Road, Wanchai  
**Targets:** Supervisory / Management Level of NGO staff  
**Class size:** 40  
**Medium:** Cantonese (supplemented with English)  
**Fees:** HKCSS member - HK\$1,500 (early bird HK\$1,350)  
Non - HKCSS member - HK\$1,650  
**Early bird date:** on or before May 22, 2007  
**Enquiries** Please contact the HKCSS Institute



## Trainer



### Ms. Janet Wan 王莉萍女士

General Manager, Professional Development and Quality Assurance Core Business  
Hong Kong Christian Service (HKCS)

Ms. Janet Wan is responsible for, among others, developing an appropriate approach to drive performance excellence in HKCS. Before joining HKCS, she worked for Hong Kong Productivity Council for 6 years being a quality Consultant. She is experienced in providing management consultancy and training services for organisations from various sectors such as public utilities, social welfare, healthcare, education and banking. She has received certificate in ISO 9000:2000 Lead Assessor Training and certificate in Malcolm Baldrige National Quality Award Assessor Training. She is also a qualified trainer of the China Quality Management Award assessor training series

*Guest speakers from corporations and consulting organisations will be invited to enrich the course content.*

# Fundraising Strategies

(只提供英文版)

## Objectives

- To identify the right strategy, targeting specific donor segments, with a touch of the pros & cons of different FR programs
- To help them choose what programs to plan for, and incorporate essential FR ethics.

## Contents

### Choose the FR strategy that's right for your organization

- Assess your organization's current fundraising effort (internal make-up, external environment, giving trends)
- Mal Warwick's 5 Strategies for Fundraising Success

### How to use PR in FR

- Communications strategy
- PR tools

### Turn your FR strategy into an action plan

- Setting the FR goals and objectives
- Choose the right FR programs that cater to each donor segment
- Work out the implementation plan & measure your progress

### Accountability & Transparency: Crucial to your fundraising success

- Donors' Rights, budget, financial report, programme impact.

## Details

**Course Code:** 07A-S10  
**Date:** June 22, 2007 (Friday)  
**Time:** 9:30am - 5:00pm  
**Venue:** Room 202, Duke of Windsor Social Service BLDG  
15 Hennessy Road, Wanchai  
**Targets:** NGO Staff  
**Class size:** 30  
**Medium:** Cantonese (supplemented with English)  
**Fees:** HKCSS member - HK\$700 (early bird HK\$630)  
Non - HKCSS member - HK\$770  
**Early bird date:** on or before June 6, 2007  
**Enquiries** Please contact the HKCSS Institute



## Trainer



### Ms. Christine Kwan 關韻唐女士

Project Manager, Resources Development & Fundraising  
The Hong Kong Council of Social Service

Ms. Kwan has over 10 years of NGO fundraising experience in HK. Her knowledge in direct marketing campaigns, special events, donor cultivation and corporate partnerships has helped raise significant donations while building sustainable organizational capacities and resources. Christine is currently a member of The Association of Fundraising Professionals (AFP), HK Chapter.

# Presentation Skills & Public Speaking

(只提供英文版)

## Objectives

- To provide skills and techniques in making presentations
- To help NGO staff build up professional image in public speaking

## Contents

- Dealing with common fears
- Speaking with confidence
- Creating a confident impression
- Knowing your audience
- Key elements of good structure of speech
- Selecting key points for your presentation
- Closing effectively

## Details

**Course Code:** 07A-S11  
**Date:** July 3, 2007 (Tuesday)  
**Time:** 9:30am - 5:00pm  
**Venue:** Room 202, Duke of Windsor Social Service BLDG  
15 Hennessy Road, Wanchai  
**Targets:** NGO staff who are required to make public speaking or presentations  
**Class size:** 20  
**Medium:** Cantonese (supplemented with English)  
**Fees:** HKCSS member - HK\$900 (early bird HK\$810)  
Non - HKCSS member - HK\$990  
**Early bird date:** on or before June 14, 2007  
**Enquiries** Please contact the HKCSS Institute



## Trainer



### Mr. Terrace Wong 黃桂林先生

Mr. Wong is a broadcast professional with over 20 years of industry experience. He has working experience as on-air talent with Hong Kong Television Broadcasting (TVB), Asia Television (ATV). After migrated to Canada in the 1980s, he served at directorate positions at various broadcast organizations. Terrace has actively developed his training profession in the field of public speaking, sales and communication skills, human relationship; he is also the speaker and trainer in seminars and workshops in several organizations such as MTR, TVB, HKSB, Cathay Pacific, various insurance companies, real estate agencies, etc. Mr. Wong was the founder of Hong Kong COMMA Society and the author of "The Art of Speaking" and "Save our Planet".

# Introduction to Customer Relations Management

(只提供英文版)

## Objectives

Upon completing the workshop, the participants are expected to be able to:

- Grasp the imperative of customer relationship for welfare sector
- Identify the elements of strong customer relationship
- Build up strong relationship with the clients
- Develop corresponding policies to back up the customer relationship

## Contents

- The mega trend perspective for building customer relationship
- The impacts of strong customer relationship management (CRM) on welfare sector
- The elements and pillars for strong customer relationship
- The CRM in action
- The challenges for developing customer relationship in welfare sector
- The strategies for overcoming such challenges
- The corresponding policies for supporting the CRM

## Details

**Course Code:** 07A-S12  
**Date:** May 22, 2007 (Tuesday)  
**Time:** 9:30am - 5:00pm  
**Venue:** Room 202, Duke of Windsor Social Service BLDG  
15 Hennessy Road, Wanchai  
**Targets:** Management staff of NGOs  
**Class size:** 30  
**Medium:** Cantonese (supplemented with English)  
**Fees:** HKCSS member - HK\$500 (early bird HK\$450)  
Non - HKCSS member - HK\$550  
**Early bird date:** on or before May 3, 2007  
**Enquiries** Please contact the HKCSS Institute



## Trainer



### Mr. William Chau 周志基先生

Honorable Consultant  
B2A Consulting Ltd.

Before joining B2A, Mr. William Chau has been the Executive Director of the Tiptop Consultants Ltd. of Hong Kong. Mr. Chau is a very well-known trainer in customer services, team building and motivation, experiential programmes, and field coaching, and has worked with numerous numbers of clients in all kinds of industries, government departments and agencies.

Mr. Chau has been famous with his highly interactive and lively presentations style. He has also chaired and facilitated numerous numbers of sizable seminars and talks, including the recent ones for the CLP Power Annual Customer Conference and the Hong Kong ACE Conference.






# Application & 報名及一般資料 General Guidelines

## Obtain the next issue of Prospectus 索取下期課程手冊

Please complete the box and email to:  
**institute@hkcss.org.hk** or fax to **2862-2565**.  
You may also download the Prospectus from the  
Institute website.

請填妥右列資料，並電郵至**institute@hkcss.org.hk**  
或傳真到 **2862-2565**。  
課程手冊亦可從社聯學院網頁下載。

	Name 姓名 _____
	Contact No 電話: _____
	Collection through 索取途徑:
	<input type="checkbox"/> Email 電郵 _____ <input type="checkbox"/> Mail 郵遞 _____

## Application & General Guidelines 報名及一般資料

### Application and Payment 報名及付款方法

1. Applicants should fill in the appropriate enrollment form and submit copies of supporting documents (if specified) and crossed cheque to the Institute in person or by mail. An application will be processed only upon receipt of the completed enrollment form, copies of supporting documents and payment.  
申請人須填妥合適表格，並連同所有相關資料副本(如有註明)及劃線支票，郵寄或親身遞交到學院辦事處。申請將於報名表格、所有資料副本以及報名費用收妥後始獲處理。
2. Applications are normally processed on a first-come-first-serve basis. Applicants will be notified through email before the activity starts. Please contact the Institute if you do not receive any notification one week before the commencement of the activities.  
學院一般以「先到先得」方式處理報名。申請人將於活動前經電郵收到報名結果。申請人若在活動前一星期仍未收到任何通知，請與學院聯絡。
3. For some activities, applicants may go through selection process. Please refer to specific descriptions for entry requirements. Admissions are subject to the selection criteria and availability of seats. Applicants meeting the minimum admission requirements are not guaranteed successful applications.  
申請人可能需經過甄選程序。請參閱個別活動的簡介以查詢有取錄條件。甄選過程將視乎取錄要求及名額而定，申請人即使符合基本要求也不保證申請會被接納。
4. Unless otherwise stated, the closing date for application will be two weeks before the commencement of the activities. Late applications will only be considered when there are still vacancies.  
除另行通告外，所有活動均在舉行日期前兩星期截止報名。若有餘額時，逾期的申請才會被考慮接納。
5. Except for special occasions and subject to the approval from the Institute on individual cases, fees and seats of activities cannot be transferred from one applicant to another upon acceptance of application. The applicant cannot change to another activity. Fees paid are not refundable for withdrawal or absence from the enrolled activities.  
申請一經接納，申請人不得轉報其他活動，報名費及名額亦不得轉讓他人。無論申請人退出或缺席活動，已繳交之費用將不獲退還。對個別特殊情況，學院可酌情處理。
6. The Institute reserves the rights to make any change when necessary.  
如有需要，學院有權對活動內容及安排作出改變。
7. The Institute also reserves the rights to cancel any activity owing to inadequate enrollment or other special occasions. Programme fee will be refunded in such case.  
學院亦保留權利，在活動人數不足或其他特殊情況時取消該活動。經學院安排後，申請人將獲退還該活動的費用。
8. The personal data provided on enrollment forms are used by the Institute only for enrolment and administration purposes. Under the provision of the Personal Data (Privacy) Ordinance, applicants have the rights to request access to and make correction of their personal data. Applicants wishing to make amendments on personal data should submit written request to the Institute via fax at 2864-2991.  
報名表所提交的個人資料，只供學院用作處理報名及學生事務等相關事宜。根據個人資料(私隱)條例，申請人有權查詢及更改其個人資料。申請人如欲更改個人資料，請以書面方式向學院提出申請，並傳真至 2864-2991。



## Class Regulations

### 課堂守則

1. Mobile phones and pagers should be switched off during classes.  
上課時必須關掉手提電話或傳呼機。
2. The copyright of all course materials supplied to students belongs to the Institute. All these materials are for private study purpose only.  
所有課堂筆記、學科資料及講授內容，其版權均屬學院所有，只供學員作私人修讀之用。
3. Personal belongings should not be left unattended all the time. The Institute will not be responsible for any loss of personal belongings.  
學員須小心保管個人財物，如有任何遺失，學院概不負責。
4. The Institute has the authority for disciplinary policies relating to cheating in examinations, plagiarism or other misbehaviours during classes.  
學院有權就考試作弊、抄襲及課堂違規行為等事宜對學員作出紀律處分。

## Typhoons and Bad Weather Arrangement

### 颱風及惡劣天氣下之安排

#### For activities that have not yet started:

活動或考試未開始前：

If the Typhoon Signal No.8 or above / the Black Rainstorm Warning Signal is / will be in force on or after the following times, all activities will be suspended as stated:

當8號或以上之颱風警告訊號 / 黑色暴雨警告訊號於 / 將於以下時間或以後生效，所有活動將取消：

On or after the following times 於下列時間或以後生效	Activities Affected 受影響之活動
6:00 a.m. 上午六時	Morning activities that start before 1:00 p.m. 下午一時前開始的日間活動
12:00 noon 中午十二時	Afternoon activities that start between 2:00 & 6:00 p.m. 下午二時至六時開始的午間活動
3:00 p.m. 下午三時	Evening activities that start from 6:00 p.m. 下午六時後開始的晚間活動

#### For activities and examinations that have already started:

已開始之課堂或考試：

Signals 訊號	Activites 活動	Examinations 考試
When Typhoon Signal No.8 or above is issued 當8號或以上之颱風警號懸掛時	Immediately suspend 立即停止	Continue until the end of that examination session, unless the examination venue is found to be threatening the students' safety 除非考試場地對危及學員安全，否則考試將繼續進行
When Black Rainstorm Signal is in force 當黑色暴雨警告訊號生效時	All participants and speakers should take shelter at a safe place until the weather and traffic conditions have improved 所有參加者及講員應在安全地方暫避，直至天氣及交通情況改善為止	Continue until the end of that examination session, unless the examination venue is found to be threatening the students' safety 除非考試場地對危及學員安全，否則考試將繼續進行

## Financial Assistance

### 資助計劃

## Continuing Education Fund

### 持續進修基金

The Continuing Education Fund (CEF) subsidizes adult learners to pursue continuing education and training courses. Successful applicants will be reimbursed 80% of their course fees, subject to a maximum sum of HK\$10,000, for approved continuing education and training programmes.

持續進修基金為有志進修的成年人提供持續教育和培訓資助。報讀可獲發還款項課程的學員，成功向持續進修基金申請資助後，可獲發還百分之八十的學費，最高發還金額為一萬元。

### Eligibility 申請資格

#### Persons who :

申請人必須：

- are Hong Kong residents and are aged 18 and 60 at the time of application and on seeking reimbursement of their fees;  
為香港居民，並在遞交申請及申請發還費用時，年齡介乎18至60歲；
- have enrolled in and paid the programme fees for a reimbursable course before the course commences;  
已獲取錄修讀可獲發還款項名單內的課程，並在開課前支付學費；
- upon seeking reimbursement of the fees, have not obtained any other publicly-funded financial assistance for the same course, modules or units of study credits.  
從未就同一項課程、學習單元或學分獲得其他公帑資助計劃提供資助。

### Application Procedures 申請手續

#### Persons who :

申請人必須：

- If it is the first course for which reimbursement of fees is to be claimed, the applicant must first successfully enroll in the CEF reimbursable courses and submit the application form before the commencement of the course. Late applications will not be accepted by the Government.  
如首次申請可獲發還款項的課程，申請人必須獲該課程取錄並支付學費後，於開課前遞交申請。逾期遞交的申請將不獲政府受理。
- Complete the application form which is available from District Offices and the Office of the Continuing Education Fund (OCEF) website: <http://www.sfaa.gov.hk/cef>.  
申請表可向各區民政事務處或持續進修基金辦事處索取，也可從持續進修基金網頁<http://www.sfaa.gov.hk/cef>下載。
- The completed application form together with photocopies of HKID card should be submitted by post or in person to OCEF.  
填妥的申請表須連同身份證的副本及單程證副本 (如適用) 郵寄或遞交至持續進修基金辦事處。
- In general, application results will be issued within twelve working days from the date of receipt of applications. If the information provided is incomplete or inaccurate, applicants will be asked to give an explanation or provide supplementary information, in which case the processing time will be longer.  
如申請表的資料齊備，持續進修基金會在收到申請表當日起計12個工作天內發出申請結果通知書。如資料欠齊備或不正確，申請人會被要求作出解釋或提供補充資料，審批申請的時間會因而較長。



CEF Enquiries 查詢持續進修基金

For general enquiries about the CEF, please address to the OCEF:  
如欲查詢有關持續進修基金的詳情，請與持續進修基金辦事處聯絡：

Address : Room 916, 9/F, Kwai Hing Government Offices,  
166-174 Hing Fong Road, Kwai Chung, N.T.  
地址 新界 葵湧興芳路166-174號 葵興政府合署9樓916室  
Hotline 熱線 : 3142-2277  
E-mail 電郵 : cef@sfaa.gov.hk  
Website 網址 : http://www.sfaa.gov.hk/cef

Social Work Training Fund (Type III Activities) Partial Sponsorship  
社會工作訓練基金〔第III類活動〕部分資助

To facilitate the improvement of social work knowledge and management skills of social workers, organizations may apply for grants from the Social Work Training Fund (SWTF) to sponsor their social work employees for attending relevant short-term courses, seminars and conferences conducted in Hong Kong.

For further enquiries, please visit the website of the Social Welfare Department or call 2575-4321.

為增進香港社會工作者的知識及技巧，機構可為其聘用的社會工作者，向社會工作訓練基金申請補助金，以參加與社會工作知識及管理技巧相關、在本港舉行的短期課程、研究會及會議。  
其他有關詳情可參閱社會福利署網頁或致電2575-4321。

Map  
地圖



The Hong Kong Council of Social Service  
香港社會服務聯會  
Duke of Windsor Social Service Building, 15 Hennessy Road, Wanchai, Hong Kong  
香港灣仔軒尼詩15號溫莎公爵社會服務大廈

Application for Course Admission  
課程報名表 (Photocopies are accepted 接受印影本)

Please complete this form in BLOCK LETTERS. 請用正楷填寫此表格。

Application for Course(s) 報讀課程

Programme Title 課程名稱	Programme Code 課程編號

1. Personal Particulars 個人資料

Title 稱謂 ☐ Mr 先生 ☐ Mrs 太太 ☐ Ms 女士 ☐ Miss 小姐 ☐ Other 其他 \_\_\_\_\_

Family Name 英文姓氏 \_\_\_\_\_ Name in Chinese 中文姓名 \_\_\_\_\_

Given Names 英文名字 \_\_\_\_\_

HKID Card No. 香港身份證號碼 \_\_\_\_\_ ( ) \_\_\_\_\_ Job Title 職位 \_\_\_\_\_  
(for verification and enrolment purposes only 只作核實及登記用途)

Organization 機構名稱 \_\_\_\_\_

Address 通訊地址 \_\_\_\_\_

Contact No. 聯絡電話 \_\_\_\_\_ Personal Email 個人電郵地址 \_\_\_\_\_  
(for Application Result & other notice 報名結果及通告將送往此電郵地址)

Education Level 教育程度 ☐ Form 5 中五 ☐ Form 7/Post-Secondary 中七 / 專上 ☐ Degree 學士 ☐ Master or above 碩士或以上 ☐ Other 其他 \_\_\_\_\_

Application Fee 報名費 HK\$ \_\_\_\_\_ Cheque No. 支票號碼 \_\_\_\_\_

I will apply for : ☐ Continuing Education Fund (applicable only to "Professional Certificate in Certified Risk Planner")<sup>#</sup>  
我要申請: ☐ 持進修基金 (只適用於 "Professional Certificate in Certified Risk Planner")<sup>#</sup>  
<sup>#</sup> Applicants intending to apply for CEF are advised to send in their enrolment & course fees early for application procedures.

Declarations 聲明

- I declare that all information given in this application form and the attached documents are, to my best knowledge, accurate and complete.  
本人聲明本申請表及隨附文件所載的資料，依本人所知，均屬完整及正確。
- I consent that if registered, I will conform to the Rules and Regulations of the Institute.  
本人同意如本人獲取錄入學，本人當遵守學院的規則。
- I have noted, understood and agreed the contents of the "Application & General Guidelines".  
本人已細閱、明白並同意「報名及一般指引」的部份。

I want to obtain the next Prospectus. 我想索取下期課程手冊。 ☐ Yes 是 ☐ No 否

Signature 簽署 \_\_\_\_\_ Date 日期 \_\_\_\_\_

For Official Use Only  
Date of enrolment received:  
Receipt No:



# Application for Course Admission

## 課程報名表

(Photocopies are accepted 接受印影本)  
Please only complete the following parts if it is required by the programme you are applying for.  
申請人請參閱個別課程的指示填寫相關部份。

Please complete the following parts in reverse chronological order.  
請先列出最近期的項目。

### 2. Academic Qualifications 學歷

Name of Institution 頒授機構	Subject / Degree 學科 / 學位	Grade 成績	Year 年份

### 3. Professional Qualifications 專業資格

Name of Institution 頒授機構	Subject / Degree 學科 / 學位	Grade 成績	Year 年份

### 4. Working Experience 工作經驗

Start Date 入職時間	Finish Date 離職時間	Full / Part Time 全職 / 兼職	Job Title 職位	Name of Organization 機構名稱	Main Duties 主要職責

#### Enquiries & Contact Methods 查詢及聯絡方法

Tel No. 電話號碼 2876-2454 / 2876-2402      Email 電郵地址 institute@hkcss.org.hk  
Fax No. 傳真號碼 2864-2991 / 2862-2565      Website 網址 www.hkcss.org.hk

# Enrollment for HR Forum for NGOs 2007

## 非政府機構人力資源研討會2007參加表格

(Photocopies are accepted 接受印影本)  
Please complete this form in BLOCK LETTERS. 請用正楷填寫此表格。

### I will participate 我參加：

☐ HR Symposium only    ☐ HR Symposium and Luncheon

### Personal Particulars 個人資料

Title 稱謂    ☐ Mr 先生    ☐ Mrs 太太    ☐ Ms 女士    ☐ Miss 小姐    ☐ Other 其他 \_\_\_\_\_

Family Name 英文姓氏 \_\_\_\_\_      Name in Chinese 中文姓名 \_\_\_\_\_

Given Names 英文名字 \_\_\_\_\_

HKID Card No. 香港身份證號碼 \_\_\_\_\_      Job Title 職位 \_\_\_\_\_  
(for verification and enrolment purposes only 只作核實及登記用途)

Organization 機構名稱 \_\_\_\_\_

Address 通訊地址 \_\_\_\_\_  
\_\_\_\_\_

Contact No. 聯絡電話 \_\_\_\_\_      Personal Email 個人電郵地址 \_\_\_\_\_  
(for Application Result & other notice 報名結果及通告將送往此電郵位址)

Education Level 教育程度    ☐ Form 5 中五    ☐ Form 7/Post-Secondary 中七 / 專上    ☐ Degree 學士    ☐ Master or above 碩士或以上    ☐ Other 其他 \_\_\_\_\_

Application Fee 報名費    HK\$ \_\_\_\_\_      Cheque No. 支票號碼 \_\_\_\_\_

### Declarations 聲明

- I declare that all information given in this application form is, to my best knowledge, accurate and complete.  
本人聲明本參加表格的資料及隨附文件所載的資料，依本人所知，均屬完整及正確。
- I consent that if my reservation is confirmed, I will conform to the Rules and Regulations of the Institute.  
本人同意如本人獲得參加名額，本人當遵守學院的規則。
- I have noted, understood and agreed the contents of the "Application & General Guidelines".  
本人已細閱、明白並同意「報名及一般指引」的部份。

I want to obtain the next Prospectus. 我想索取下期課程手冊。    ☐ Yes 是    ☐ No 否

Signature 簽署 \_\_\_\_\_      Date 日期 \_\_\_\_\_

#### Enquiries & Contact Methods 查詢及聯絡方法

Tel No. 電話號碼 2876-2454 / 2876-2402      Email 電郵地址 institute@hkcss.org.hk  
Fax No. 傳真號碼 2864-2991 / 2862-2565      Website 網址 www.hkcss.org.hk



## Enrollment for CEOs Meet CEOs Luncheon 總裁對談系列暨午餐會參加表格

(Photocopies are accepted 接受印影本)

Please complete this form in BLOCK LETTERS. 請用正楷填寫此表格。

Organization  
機構名稱 \_\_\_\_\_

### Contact Person 聯絡人

Title Mr / Mrs / Ms / Other  
稱謂 先生/太太/女士/其他 \_\_\_\_\_

Job Title  
職位 \_\_\_\_\_

Family Name

Name in Chinese

英文姓名 \_\_\_\_\_

中文姓名 \_\_\_\_\_

Contact No.  
聯絡電話 \_\_\_\_\_

Personal Email  
個人電郵地址 \_\_\_\_\_

(for Application Result & other notice 報名結果及通告將送往此電郵位址)

### Participant 參加者 (1)

Title Mr / Mrs / Ms / Other  
稱謂 先生/太太/女士/其他 \_\_\_\_\_

Job Title  
職位 \_\_\_\_\_

Family Name

Name in Chinese

英文姓名 \_\_\_\_\_

中文姓名 \_\_\_\_\_

### Participant 參加者 (2)

Title Mr / Mrs / Ms / Other  
稱謂 先生/太太/女士/其他 \_\_\_\_\_

Job Title  
職位 \_\_\_\_\_

Family Name

Name in Chinese

英文姓名 \_\_\_\_\_

中文姓名 \_\_\_\_\_

### Participant 參加者 (3)

Title Mr / Mrs / Ms / Other  
稱謂 先生/太太/女士/其他 \_\_\_\_\_

Job Title  
職位 \_\_\_\_\_

Family Name

Name in Chinese

英文姓名 \_\_\_\_\_

中文姓名 \_\_\_\_\_

### Enquiries & Contact Methods 查詢及聯絡方法

Tel No. 電話號碼 2876-2454 / 2876-2402  
Fax No. 傳真號碼 2864-2991 / 2862-2565

Email 電郵地址 institute@hkcss.org.hk  
Website 網址 www.hkcss.org.hk

# 伙伴同行六十年 社會願景齊實現

香港社會服務聯會及其超過320間非政府社會服務機構會員，群策群力，服務香港六十年。社聯與機構會員一直致力推動社會福利服務發展，並與社會各界建立緊密的伙伴合作關係，合力建立一個公義、仁愛和共融的社會。



**50年代：**  
同舟共濟  
救急扶危解困

**60年代：**  
創新服務  
回應社會需要

**70年代：**  
結伴同行  
制訂福利規劃

**80年代：**  
任重道遠  
放眼國際社會

**90年代：**  
凝聚力量  
推動社會發展

**邁向21世紀**  
**攜手實踐**  
**社會願景**

## 社聯六十周年紀念主要慶祝活動

2007年2月	「商界展關懷」五周年紀念典禮嘉許 <b>企業及機構</b> ，突顯伙伴合作的重要性，為社聯六十周年紀念揭開序幕。
2007年2月	成立「社聯學院」，集合跨 <b>專業及業界</b> 的力量，展示社福界服務社會的決心，為社會提供最佳服務。
2007年6月	推選回歸十年「十大福利改善民生的貢獻」，讓 <b>公眾</b> 表達最關心的民生改善措施。
2007年11月	出版「六十載耕耘」彙編及舉辦研討會，總結 <b>業界</b> 推動本港社會服務發展的進程及經驗。
2007年11月	舉辦「伙伴晚宴暨卓越實踐在社福選舉」，答謝 <b>合作伙伴</b> 多年來的支持。



歡迎更多伙伴加入，一同慶祝「伙伴同行六十年」所創的美事

其他活動詳情，請瀏覽社聯網頁<http://www.hkcss.org.hk/60>