

善導會繼續「同你心 同你行」,讓不同的弱勢服務使用者在生命中得到一個轉化的機會,找到並確立自我價值,協助締造包容、安全和自在共融的融入社會。 SRACP will continue to provide understanding and unwavering support to help excluded people belong. Ultimately, we help our underprivileged service users to build up self-confidence, transform and integrate back into a safe and inclusive community.

機構事務

Corporate Affairs

機構傳訊 Corporate Communications



服務概覽

機構傳訊部的職責是通過策略性核心活動,加強對內、外的合作和溝通,宣傳機構的核心價值、使命、願景和成就。當中包括聯絡傳媒、製作刊物、舉辦籌款活動、與持份者溝通、機構形象管理等工作,以提升公眾對本會的認識及支持。

Service Overview...

The Corporate Communications Division (CCD) is responsible for enhancing internal and external communications, as well as highlighting the agency vision, mission, values and achievements through strategic core activities. These include media liaison, production of corporate collaterals, fundraising events organisation, stakeholder's communication, agency branding management, etc., to obtain public recognition and support.



年度重點 Highlights of the Year



推動品牌革新 提升專業形象

適逢2022年為香港善導會成立65周年,為迎接機構邁向新里程,機構傳訊部負責協助機構進行「品牌革新計劃」項目(下稱計劃),向大眾展示本會更多元、創新和專業的形象。至2022年3月份,計劃按時間表順利進行,我們與合作的顧問公司進行了約30節訪問及發出超過3,000份網上問卷調查,在深入了解各持份者對本會發展及服務特色後制定全面報告,並草擬品牌理論。計劃成果預計將於2022年12月7日週年大會上發佈。

Undergo a Rebranding Initiative to Enhance Professional Image of SRACP

To commemorate the 65th anniversary of the establishment of SRACP in 2022, Corporate Communications Division endeavours to lead the Society's "Rebranding Project" (the Project) to showcase the Society with a more diverse, innovative and professional image. The Project proceeded smoothly on schedule as at March 2022. 30 interview sessions were conducted with the consulting agency and more than 3,000 online questionnaires were sent out. A brand discovery report and brand model were drafted after an in-depth understanding of various stakeholders' views on the development and service characteristics of the Society. The new brand will be launched in the AGM on 7th December 2022.







65週年誌慶 與大眾同心同行

機構傳訊部特別製作65週年宣傳影片介紹本會服務特色,有幸邀請陳志雲先生作聲音導航。短片在社交平台發佈,目前的觀看次數已超過5,000,接觸人數達1萬位用戶。機構傳訊部與各單位合作籌劃一系列別出心裁的慈善和業活動,與大眾一起迎接周年誌慶。其中,本會舉辦首屆「Go Green • 慈善瑜伽日」,以戶預別,為本會健康相關及預防犯罪服務籌款;活動原訂於2022年1月23日舉行,因應第五波疫情爆發,活動已改期至2022年9月25日。

65th Anniversary Celebration

In order to promote SRACP's service features, CCD specially produced a promotional video for the 65th anniversary and invited Mr. Stephen Chan Chi-wan as our honourable narrator. The video was published on social media platforms with 5,000+ views and reached 10K audiences. A series of insightful events are planned to celebrate the anniversary, including the first charity yoga event, "Go Green • Charity Yoga Day". The outdoor charity yoga event was initially scheduled on January 23 in 2022, to promote the importance of health and raise funds for our health-related and crime prevention services; in response to the 5th outbreak of the epidemic, the event was rescheduled to September 25 in 2022.





65週年宣傳影片 Promotional video for the 65th anniversary

靈活應變 拓展籌募新模式

Flexible Way to Raise Funds for Charity

The unpredictable situation of COVID-19 intensified the challenges to conduct mass fundraising events; therefore, we planned different scale's activities to raise public awareness of our services. In September 2021, we set up a 3-days exhibition booth to celebrate Mid-Autumn Festival in Link HK Shatin shopping mall. Children and the neighbourhood were encouraged to draw and write festive blessings to our service users. Given last year's success in charity wine sales, we organised a Wine Tasting Event on 23rd December 2021 to raise funds for the non-subvented services and "Star Theatre". We sincerely thank you Dr. Kennedy WONG Ying-ho, BBS, JP and Hong Kong Wine Vault for the sponsorship of wine, catering and venue, who also donated 10% of the revenue from the wine sale at the event. Also, we invited

our service users from Employment Rehabilitation Centre to produce a handmade "Wine ring" for charity sale. 60 participants joined the event and over HK\$50,000 raised. From February to July 2022, SRACP participated the AEON Yellow Ticket Campaign which allow us to showcase the service introduction for AEON customers' donation. In light of the increasing popularity of online donation, SRACP newly added AlipayHK as one of the electronic donation platforms to provide the public with more convenient way to support us. SRACP continued to connect with media outlets and make good use of social media. During the year, 65 news articles were published and over 300 social media postings were recorded, reaching out to people of different ages and types. In order to enhance the professionalism of the Society and stay in touch with stakeholders, SRACP produced highquality corporate publications and videos, enabling stakeholders to know more about the latest development and service outcome of the Society.



AEON每月11日的購物收據會附帶一張「黃色小票」,顧客可以投票 給參與活動的慈善機構,AEON會將總結金額的百分之一兑換成日 用品,捐贈予受惠機構。

Every 11th, AEON provides a yellow ticket attached with the receipt for donation. AEON will offer products equivalent to 1% of the receipts' total to the designated charitable organisation.



小孩向會友寫上節慶團圓的祝福。 Children wrote their blessings to our service users.







慈善紅酒義賣 Charity Wine Sale

連繫社會各界扶弱抗疫

第五波新冠肺炎疫情為香港社會帶來不少衝擊。本會十分關注弱勢社群在疫情下的需要,感謝社會福利署、各界善長和友好伙伴慨贈防疫物資,讓本會派發予弱勢社群及服務受眾,大大減輕他們張羅物資的壓力,解決其燃眉之急,本會至今派發接近三萬套新型冠狀病毒抗原快速測試套裝予有需要的弱勢社群。(物資捐贈者名單詳列於P.143鳴謝章節內。)

Connecting with Different Sectors to Support the Disadvantaged During the Pandemic

The 5th wave of COVID-19 epidemic had dealt a heavy blow to Hong Kong's social and economic development. SRACP cares about the livelihood of underprivileged groups. Thanks to the invaluable support from Social Welfare Department, as well as kind-hearted benefactors and partners, SRACP distributed nearly 30,000 Novel Coronavirus Rapid Test Kit to our service users so that they can tide over the pandemic crisis.



感謝各界善長和友好伙伴慨贈防疫物資。 Thanks to the invaluable support from kind-hearted benefactors and partners.





香港開電視「聲東擊西」訪問,由本會總幹事分享善導會疫情下的服務挑戰。

Chief Executive Ms. Anthea LEE received an interview by the Hong Kong Open TV "Topics in Focus" to share the service challenges under the epidemic.



資訊科技 Information Technology



服務概覽

資訊科技部專責為機構提供資訊科技服務及 支援,以及協助制定資訊科技策略、計劃和措施,以提升機構的運作效率,從而更快捷地為 持份者提供不同的資訊和服務,以達到其政策 目標。

Service Overview

The Information Technology Department is responsible for providing IT services and supports, as well as formulating IT strategies and guidelines to the Society with a view to achieving operational efficiency, which provides stakeholders with information and services conveniently; thereby fulfilling its policy goals.



系統 System	使用系統的服務單位 Units using the system
雲端電郵及文書處理系統	全會
Cloud-based Email and Document Processing System	All units
知識分享平台	全會
WiseEasy	All units
線上電子簽名解決方案	全會
Online Electronic Signature Solution	All units
人事管理系統	全會
Human Resources Management System	All units
財務管理系統	財務部
Financial Management System	Finance Division
ORSIS 更生人士服務綜合系統 Offender Rehabilitation and Service Integration System	社會康復及支援綜合服務中心、法院社工服務、宿舍服務 Integrated Service Centre for Social Rehabilitation & Community Support, Court Social Work Service, Hostel Service
MESIS 精神健康服務綜合系統	精神健康綜合社區中心
Mental Health Service Integrated System	Integrated Community Centre for Mental Wellness
持份者關係管理系統	全會
Stakeholders Relationship Management System	All units
僱員管理系統	社企明朗服務有限公司
Human Resources Management System	Social Enterprise Bright Services
僱主網絡管理資料庫	職業發展服務
Employment Management Database	Employment Development Service
健康教育服務資料庫及管理系統	健康教育服務
HES Management Database	Health Education Service
中途宿舍藥物管理系統	中途宿舍
Halfway House Management System	Halfway House
工作流程系統	全會
Workflow System	All units



年度重點 Highlights of the Year



機構數碼轉型

工作流程系統

為了持續優化和簡化審批流程,本會推出新的工作流程電腦系統,以降低營運成本及強化多項功能,包括提高文檔處理的效率、集中數據庫和審批流程自動化。通過工作流程系統的動態靈活配置,資訊技術部和其他服務單位的系統應用程式也將陸續在這個系統平台上開發,以提高營運效率。

個案及數據管理信息系統

在香港賽馬會慈善信託基金的支持下,本會透過「賽馬會資訊科技支援計劃」獲得香港生產力促進局的資訊科技顧問支持,並獲建議改善本會目前的資訊科技運作、管治和組織架構,首要任務是開發一個中央化的個案管理系統,以處理各類型服務。

基於考慮到疫情及生產力促進局的建議,本會向香港賽馬會慈善信託基金提交了一份資助建議,冀開發個案及數據管理信息系統,旨在將服務使用者的服務流程數碼化,從而提高服務的有效性和效率。同時系統不僅可以滿足足類服務的最新需求,還可以促進服務流程的數碼轉型,以應對新常態下的挑戰。項目預計在二零二二年第三季展開,並在二十八個月內完成。

Digital Transformation of SRACP

Workflow System

To further enhance and simplify approval process, a new Workflow System was implemented for financial approval with lower operating cost and enhanced functions to facilitate better documentation, database centralisation, and approval process automation. With the dynamic and flexible configurations, other system applications for IT Divisions and other service units will also be developed on the Workflow System platform to enhance operational efficiency.

Information System for Case and Data Management

With the support of the Hong Kong Jockey Club Charities Trust (HKJCCT) · SRACP had joined "The Hong Kong Jockey Club IT Support Programme for NGOs" and received a consultancy support in IT from The Hong Kong Productivity Council (HKPC). HKPC made recommendations for improvement of the current IT operation, governance and organisation structure of SRACP. The highest priority of improvement recommended is the development of a centralised case management system, which aims at catering for all types of services in SRACP.

In light of the epidemic and the recommendations from HKPC, SRACP submitted a funding proposal to HKJCCT to develop a new information system for case and data management. The objective of the proposed system is digitalising the service process of service users and enhancing the effectiveness and efficiency of service. With the proposed system, not only does the latest needs for all types of service can be catered for, but also the digital transformation of the service process can be facilitated to meet the challenges under the New Normal. The project is expected to be kicked off in the third quarter of 2022 and completed in 28 months.





研究調查 Research Study



服務概覽

為了解服務使用者對社會服務的需求,本會一直不遺餘力,以實證和數據分析的研究工作為根基,進行有系統的研究並提供具參考性的資料,讓社會各界掌握服務使用者的概況。我們的重點工作包括研究調查、數據及知識管理、創新開發,以配合機構未來發展。

Service Overview.

In order to understand the needs of service users, we strive to adopt evidence-based and analytical-based practices to conduct systematic research work for providing the stakeholders with information to have a better grasp of the current situation. We have three areas of work, namely, research, data and knowledge management, as well as innovation and development, so as to keep up with the further development of the Society.



年度重點 Highlights of the Year



研究調查

秉承機構實證為本的理念,我們致力透過各類的研究調查,整合及分析數據,有效地回應社會需要。本年度,我們進行了兩個重點研究,包括探討朋輩支援員對隱蔽濫藥者戒毒的成效及重要性,以及了解疫情下兒童的遊戲模式及發展概況。

Research

Inheriting the spirit of evidence-based practice, we initiated different kinds of research studies to consolidate and analyse the data in response to societal needs. Two key research projects were carried out this year, including an in-depth case study on peer support services for hidden drug users, and a survey on the learning and playing time of Hong Kong children during the epidemic.

深入個案研究濫藥者參與朋輩支援 服務的果效

本會就「老友鬼鬼」一隱蔽濫藥者朋輩支援計劃 的成效評估,進行一項個案深入研究,探討及 了解該計劃對參與者的影響。研究發現,計劃 有效幫助參加者積極善用閒暇時間;透過朋輩 支援員為學習榜樣遠離毒品;及培養正面的人 生價值。

In-depth Case Study on Peer Support Services for the Hidden Drug Users

To evaluate the effectiveness of the project "Buddies & Buddies — Peer Support Service on Hidden Drug Users", we initiated a qualitative study to examine the impact of this programme on the participants. It was found that the programme is effective in assisting drug users to have positive use of leisure time, stay away from drugs by learning from the role model of peer supporters, and develop positive life values.



疫情下港童的學習與玩樂時間的 調查

香港善導會聯同荃灣青年商會進行調查,收集 4至12歲兒童及其家長的數據,發現接近四成 受訪兒童,每日自由遊戲時間少於1小時或以 下,少於聯合國兒童基金會的建議。故此,本 會建議家長每日平均至少花30分鐘與子女一同 玩耍,培養有質素的親子時間,促進親子關係。

A Survey on the Learning and Playing Time of Hong Kong Children under the Epidemic

We partnered with Junior Chamber International Tsuen Wan to conduct a questionnaire survey and analyse the data collected from the children aged 4–12 and their parents. Results found that nearly two-fifths of children spent less than one hour of free play time per day, which is less than the recommendation of UNICEF. It is suggested that parents should spend an average of at least 30 minutes a day playing with their children, aiming to foster quality parent-child time and promote parent-child relationships.





研究及發展經理公佈「疫情下港童的學習與玩樂時間」的調查研究結果。

Research and Development Manager presented the findings of a survey on the learning and playing time of Hong Kong children during the epidemic.

數據及知識管理

隨數碼生活的普及,大數據管理與應用在社會服務中實踐乃大勢所趨。本部門舉行數據應用工作坊及數據相關的互動活動,冀增加同事對大數據的認識。在基礎建設方面,本部門夥拍資訊科技部共同設計一個中央化的個案及資源管理系統,並撰寫撥款建議書申請資助研發。

系統將涵蓋四大功能,(一)個案管理、(二)資源管理、(三)服務使用者和其他持份者互動平台及(四)大數據管理、分析和應用。現時已獲得資助機構的正面回覆,系統有望於下年正式研發。

Data and Knowledge Management

In the era of digital transformation, data management and application in social services is a general trend. We pro-actively promoted the concept of data management and application in the last year. For instance, practical workshops and data-related interactive activities were organised to promote the concept of big data and the importance of data management. In terms of infrastructure and operations, we cooperated with the Information Technology Division to jointly design a centralised case and resource management system and wrote a funding proposal to seek external support for the system development.

The system was designed to cover four major functions, (1) Case Management, (2) Resource Management, (3) Interactive Platform for Service Users and other Stakeholders, and (4) Big Data Management, Analysis and Application. The funding proposal had received positive responses from the potential funders, it is expected that the system development project will be kick-started in the coming year.

創新開發

為配合機構2020+5的發展策略,本部門全力協助機構研發社會指標,藉此提高社會大眾對有利社會傾向和行動的意識,以達致守法教育和預防犯罪的效果。這項指標研發將會與本地大學合作,並邀請各界支持。指標結果有助社會各界認識社會狀況,讓社福服務擬定適切的服務策略並發展有效的社會服務,共同創建包容而安全的社會。

Innovation and Development

Following the agency's 2020+5 Strategic Plan, we fully supported the development of the social index of SRACP, with an aim to enhance the community's awareness of pro-social inclination in achieving a safe and healthy community. The development of the index was planned to be carried out in collaboration with a local university and sought support from government authorities as well as community stakeholders. The results of the index will provide additional information for all sectors to have a better understanding of the social situations, enable social welfare services to formulate data-informed service strategies and develop cost-effective social services, and ultimately create an inclusive and safe society.



人才發展及職員訓練 **Talent Development and Staff Training**



服務概覽

人才發展部致力統籌、策劃及執行本會員工 培訓、專業發展、知識承傳等範疇的工作。年 內,本會繼續獲得社會福利發展基金資助,配 合員工培訓和發展項目。

Service Overview...

Talent Development Division plans, co-ordinates and implements staff training, professional development and knowledge exchange programmes. During the year, the Society is continuously subsidised by the Social Welfare Development Fund on staff training and development programmes.



服務數據 Service Data

外間個人培訓:

External training for individuals:



參與人次

切合服務及工作所需的外間培訓。

External training relevant to service and work setting.

服務主導課程: Service-led training:



No. of Participation

提升個案記錄技巧工作坊、非暴力溝通培訓、 創傷知情照顧培訓課程、開放式對話工作坊等。 Enhancing Casework Effectiveness: Skills in Writing Case Recording, Nonviolent Communication Training, Trauma Informed Care Training Programme, Open Dialogue Workshop, etc.

Corporate-led training:



新員工導向活動、職安健及身心健康活動工作 坊、三年年度策略工作坊等。

Induction programme for new staff, Occupational Safety & Health and Wellness Workshop, 3-year Plan Strategic Workshop, etc.



提升個案記錄技巧工作坊導師與參加者合照留念。 Group Photo of the training of "Enhancing Casework Effectiveness: Skills in Writing Case Recording".



註冊護士(精神科)林美儀姑娘為同工進行健 康檢查培訓。

The Registered Nurse (Psychiatric), Ms. Abby LAM Mei Yee, conducted "Health Check Skills Lab" with colleagues.





年度重點 Highlights of the Year



重視人才發展

本會重視人才發展,致力建立兼具臨床(專業服務)及管理能力的人才庫。本年度,我們積極推動人才發展文化,除舉辦人才發展分享會及「設計思維」訓練,促進同工的經驗交流及智慧傳承外,亦繼續提供各種臨床(專業服務)培訓如「戲劇治療基礎及角色理論於個案工作工作坊」、「創傷知情照顧培訓課程」及「非暴力溝通培訓」等。

另外,本會與大專院校保持緊密聯繫,為社會工作學系、犯罪學系及輔導學的學生提供實習機會,支援本地社會服務教育的發展,同時為機構拓展人才庫。年內,本會安排35位來自各院校的學生於不同服務單位進行實習。

善導培訓中心推動專業發展

善導培訓中心透過提供培訓及相關專業證書課程,協助現正從事或有志投身更生康復、預防犯罪和精神健康服務的人士,了解犯罪行為、精神健康問題、成癮及導致違法的高危行為,以及有效介入手法等範疇。此外,本會派出資深社工及臨床心理學家為澳門特別行政區政府社會工作局提供「預防性犯罪工作及介入手法」培訓課程,協助提升澳門社工對性罪犯之輔導技巧,也促進兩地的專業交流。

Talent Development

We value talent development and are committed to nurturing a pool of talents with clinical (professional service) and management competences. During the year, we proactively fostered a "talent development culture" through organising talent development sharing session and Design Thinking training to facilitate experience sharing and knowledge succession among colleagues. We also continued to provide clinical (professional service) training such as "Drama Therapy Basis & Use of Role Theory in Case Work Workshop", "Trauma Informed Care Training Programme" and "Nonviolent Communication Training".

We collaborated with universities and supported education development in the area of social services and reached out to potential talents by providing fieldwork placement for students taking social work, criminology and counselling courses. During the year, we arranged fieldwork placements for 35 students from different institutions at our service units.

SRACP Training Centre Promotes Professional Development

SRACP Training Centre offers training programmes and certificate courses for people who are interested in providing offender rehabilitation, crime prevention and mental wellness services, enabling them to understand criminal act, mental health problems, as well as addictive and high-risk behaviors, and the effective intervention approaches. Our experienced social workers and clinical psychologists provided a training course on "Sexual Crime Prevention and Intervention" for the Social Welfare Bureau of the Government of the Macao Special Administrative Region, to help Macau counterparts improve their counselling skills for sex offenders and promote mutual professional exchanges.





人力資源 Human Resources

香港善導會視員工為最寶貴的資產。在二零二一至二零二二年度,我們繼續積極採取員工為本的策略,提升員工的身心靈健康。特別是每年舉辦的機構健康日,由服務單位/科自行策劃及編排有益身心的員工活動。除「加油」計劃下的「零食加油站」和「加油」用膳時間外,我們新推出了「自己時間MeTime」,讓同工放下工作,享受屬於自己的時間,促進身心靈健康。

儘管疫情全年持續嚴峻,我們按計劃進行了 「職位説明(JD)」和「職位評值(JE)」檢討,當中 包括安排不同級別的員工代表參與,並由專責 JDJE委員會舉行多次會議深入審視各職位的 角色和職責。預計將在二零二二至二零二三年 底前提出新的職位架構和薪酬架構,以及相關 的人手編製建議。 SRACP treasures its staff as the most valuable asset. In 2021/2022, we continued to adopt a proactive staff-oriented approach to enhance the physical and mental health and wellness of our staff. In particular, Agency Health Day was organised annually on service unit/branch basis for the promotion of both physical and mental health of staff, as well as cross-team collaboration. On top of the "Snack Corner" and "SoTime" under the Happy Employee Scheme, "MeTime" was newly introduced to offer staff with relaxation time that they can use for whatever purpose that was good for their well-being.

Despite the severity of COVID-19 pandemic throughout the year, we conducted the Job Description (JD) and Job Evaluation (JE) reviews with involvement of different levels of staff representatives, while the designated JDJE Sub-Committee had held several meetings to review in detail the roles and responsibilities of each position. It is anticipated that the new grading structure and salary structure with review of staff establishment will be proposed by the end of year 2022/2023.

機構健康日



Agency Health Day







機構健康日照片 Photos of Agency Health Day

職員活動 Activities for Staff



服務概覽

職員福利會以「打破陌生◆關愛身心」為主題, 經過網上投票舉辦一系列有益身心的活動,同 事均積極參與,包括「泰拳班」、「土耳其燈DIY 製作」、「乒乓球挑戰賽」等。我們希望透過不同 興趣活動舒緩同事的工作壓力,及提高關顧身 心健康的意識,而且鼓勵不同單位的同事彼此 認識。另外,職員福利會一如慨往組織籃球隊 及足球隊,代表機構出戰社工盃足球和籃球比 賽,並且定期進行排球訓練,以鼓勵更多同事 參與運動,強身健體。

Service Overview

With the theme of "Breaking unfamiliarity and Caring your Bodymind-spirit", the Staff Welfare Association (SWA) held a series of physical and mental health activities selected by online voting, which had been actively participated by colleagues, including "Thai Boxing", "Turkey Mosaic Lamp workshop", "Table Tennis Challenge", etc. Colleagues were encouraged to take care of their physical and mental health through different activities to relieve work pressure, and enhance relationship among colleagues in different units. In addition, SWA organised basketball team and soccer team to participate in the Social Work Cup competitions, as well as regular volleyball training for all staffs.





同事一起體驗泰拳,強身健體。 Experience and enjoy Thai Boxing with colleagues.



最受歡迎的「土耳其燈DIY」工作坊。
The most popular "Turkey Mosaic Lamp" workshop.







同事及親友共同參與比賽,身心大滿足。 Colleagues and friends enjoy participating in the competition together.