

職能發展

Competency Development

多元人才培訓及就業服務
創業培育及社會企業
Diversified talents training and employment service
Entrepreneurship and social enterprise





服務概覽

SERVICE OVERVIEW

職能發展以多元服務模式及介入手法，協助服務使用者重新建立工作習慣、培養良好工作態度和適應工作環境的能力，使他們能持續工作，重建健康而有規律的生活。我們也致力拓展青年培育及創業服務，鼓勵年青人及服務使用者在就業以外，發掘其他機遇。

職能發展分為職業發展服務和青年培育及創業服務。「職業發展服務」服務單位及計劃包括：就業安置組、就業拓展組、「懲教所職業技能訓練課程」、職業復康中心、僱員再培訓局課程、輔助就業服務、殘疾人士在職培訓計劃、「陽光路上」培訓計劃，以及多元種族就業計劃。「青年培育及創業服務」服務單位及計劃包括：「恒生青年前路探索計劃」及置地公司·家基金資助「自在地·活出真的你－少數族裔青年職涯探索計劃」。

By using a wide variety of service models and intervention approaches, Competency Development assist service users to re-establish proper work habits and attitudes, as well as the ability to adapt work environment with an aim to enable them to excel themselves, work continuously and live healthily with discipline. We put great efforts to provide empowerment programme and entrepreneurial support for youngsters and service users to explore other development opportunities.

Competency Development is divided into Employment Development Service and Youth Empowerment & Entrepreneurship Service. There are different working units and programmes of Employment Development Service including Employment Development Unit, Employment Enhancement Unit, "Vocational Training Programme in Correctional Institutions", Employment Rehabilitation Centre, Employees Retraining Board (ERB) Training, Supported Employment Service, On the Job Training Programme for People with Disabilities, "Sunnyway" – On the Job Training Programme for Young People with Disabilities, and Racial Diversity Employment Programme. There are different working units and programmes of Youth Empowerment & Entrepreneurship Service including "Hang Seng Youth Career Planning Scheme" and "Key to Success – Career and Life Planning Project for Ethnic Minority Youth" (funded by HOMEFUND by Hongkong Land Limited).



服務數據

SERVICE DATA

<p>就業拓展組 Employment Enhancement Unit</p> <p>845 全年服務人次 Total no. of participation served</p> <p>900 見工人次 No. of job interviews participation</p> <p>455 就業人次 No. of participation employed</p>	<p>就業安置組 Employment Development Unit</p> <p>347 全年服務人次 Total no. of participation served</p> <p>350 見工人次 No. of job interviews participation</p> <p>151 就業人次 No. of participation employed</p>	<p>職業復康中心 Employment Rehabilitation Centre</p> <p>209 全年服務人次 Total no. of participation served</p> <p>4,171 參與實習人次 No. of job placement participation</p>
<p>懲教所職業技能訓練課程 Vocational Training Programme in Correctional Institutions</p> <p>374 全年服務人次 Total no. of participation served</p> <p>312 見工人次 No. of job interviews participation</p> <p>203 就業人次 No. of participation employed</p>	<p>僱員再培訓局「人才發展計劃」 ERB Manpower Development Scheme</p> <p>525 全年服務人次 Total no. of participation served</p> <p>383 見工人次 No. of job interviews participation</p> <p>38 課程數目 No. of training programmes</p> <p>371 就業人次 No. of participation employed</p> <p>473 參與計劃人數 No. of programme participants</p>	
<p>恒生青年前路探索計劃 Hang Seng Youth Career Planning</p> <p>7 成功開業人數 No. of people successfully started their businesses</p> <p>176 參與計劃人數 No. of programme participants</p>	<p>「自在地·活出真的你 – 少數族裔青年職涯探索計劃」 Key to Success</p> <p>210 參與計劃人數 No. of programme participants</p>	<p>輔助就業服務 Supported Employment Service</p> <p>87 全年服務人次 Total no. of participation served</p> <p>87 見工人次 No. of job interviews participation</p> <p>73 就業人次 No. of participation employed</p>
<p>殘疾人士在職培訓計劃 On the Job Training Programme for People with Disabilities</p> <p>49 全年服務人次 Total no. of participation served</p> <p>48 見工人次 No. of job interviews participation</p> <p>27 就業人次 No. of participation employed</p>	<p>陽光路上培訓計劃 Sunnyway – On the Job Training Programme for Young People with Disabilities</p> <p>90 全年服務人次 Total no. of participation served</p> <p>119 見工人次 No. of job interviews participation</p> <p>78 就業人次 No. of participation employed</p>	<p>多元種族就業計劃 Racial Diversity Employment Programme</p> <p>51 參與計劃人數 No. of programme participants</p> <p>38 僱主數目 No. of employers</p>



年度重點

HIGHLIGHTS OF THE YEAR

本年度新增 38 間新的合作夥伴願意提供職位空缺或合作機會予本會及服務使用者，累積合作夥伴達 947 間，並成功提名 56 間合作夥伴並獲得商界展關懷標誌

38 new companies joined to provide job and collaboration opportunities to the Agency and our service users. The total number of companies and stakeholders among our network has accumulated to 947. To recognise their support, 56 stakeholders were successfully nominated for "The Caring Company Scheme"



本年度舉行了「匯智傳愛 合作伙伴交流晚宴」，為我們與各合作夥伴之間締造溝通平台，當日共有 47 位合作夥伴代表出席，讓我們可以與各合作夥伴討論多元的合作模式並加強彼此連繫

The "Ideas Exchange Dinner with Stakeholders" was held to provide a platform for communication between us and our stakeholders. With 47 stakeholder representatives in attendance, we explored diverse collaboration formats and strengthened our partnerships



本會相當重視課程質素及監控。今年，本會於僱員再培訓局周年審計獲得最高級別「第一組」的評級並且在僱員再培訓局年度頒獎禮 2022-23，榮獲「ERB 課程管理獎」及「ERB 就業服務獎」；而由本會提名的僱主、導師及學員亦分別獲獎，以表揚他們過去一年的傑出表現

Employees Retraining Board (ERB) Training Scheme had passed the onsite management audit under ERB 'Comprehensive Annual Audit System' and attained "Level One", the highest ranking. The Agency was also awarded with the "ERB Outstanding Award for Course Management" and "ERB Outstanding Award for Placement Services". The employers, trainers, and trainee nominated by SideBySide were also awarded to recognise their outstanding performance in the past year



二零二三年獲懲教署慈善體育基金資助，建立了由在職更生人士組成的「甦機健康團」，推廣徒手健身。他們積極參與在不同公司和地區機構舉行社區活動，並宣揚更生人士的正面形象，將健康訊息注入社區和企業

In 2023, funded by the CSD Sports Association Charity Fund, the "So Great" health team, composed of employed ex-offenders, was established to promote bodyweight fitness. They actively participate in community activities held by various companies and organisations, promoting a positive image of employed ex-offenders and injecting health messages into communities and enterprises



職業復康中心持續為學員提供各種實習機會。本年中心先後與不同企業及機構合作舉辦了多場園藝工作坊。由學員擔任導師，分享更生經歷，提升學員的自信及能力及讓企業和大眾進一步了解和認同更生人士，並為學員創造就業機會

The Employment Rehabilitation Centre offers internship opportunities and hosted gardening workshops this year with various businesses. Participants served as instructors, sharing their experiences to boost confidence and skills, while enhancing understanding of rehabilitated individuals and creating job opportunities



二零二三年十一月一日，本會與「e-Connect 就業連網」另外七間成員機構合作舉辦《e-Connect 就業連網》共融就業日啟動禮暨招聘會，主題為「你敢拼·我感聘」，為殘疾人士提供超過 600 個全職或兼職的職位空缺。現場亦設有勞工處展能就業科，以及「殘疾僱員支援計劃」的攤位，為求職者提供多方位就業支援。當日共約 260 人出席，面試人次超過 400

On 1 November 2023, SideBySide collaborated with seven NGO members of the "e-Connect Employment Network" to hold the Inclusive Employment Day Launching Ceremony and Job Fair at Tseung Kwan O Plaza, themed "You Dare to Fight – I Dare to Employ." The fair offered over 600 job vacancies for people with disabilities and featured booths from the Labour Department's Selective Placement Division and the "Support Programme for Employees with Disabilities." Approximately 260 people attended, with over 400 interviews conducted

「DEI@WORK 共融在職場」培訓計劃獲嘉里集團支持，由香港城市大學社會及行為科學系與由善導會及其他七間社福機構組成的「eConnect 就業連網」合作。由二零二四年三月開始，為非政府機構及企業員工和管理層一連串培訓課程，提升職場各持份者與殘疾人士共事的技巧和信心

The "DEI@WORK Workplace Inclusion" training programme is supported by the Kerry Group and is a collaboration between the Department of Social and Behavioural Sciences at City University of Hong Kong (CityUHK) and the "e-Connect Employment Network", which consists of SideBySide and seven NGOs

Starting in March 2024, a series of workshops and courses will be conducted to provide training for employees and management of NGOs and corporates. The aim is to enhance the skills and confidence of various workplace stakeholders in working with people with disabilities



本會在懲教院所內新增僱員再培訓局「甜品製作員基礎證書」及「剪吹髮入門技巧基礎證書」；並為公眾人士新增僱員再培訓局「中醫學理論基礎證書（兼讀制）」、「花藝設計及應用 I 基礎證書（兼讀制）」及「花藝設計及應用 III 證書（兼讀制）」，以提供多元化及具市場潛力的課程

SideBySide organised new ERB programmes, including the "Foundation Certificate in Pastry Cook Training" and the "Foundation Certificate in Basic Techniques in Cut & Blow Dry (Part-time)" for inmates in correctional institutions. Additionally, we offered the ERB "Foundation Certificate in Theories of Chinese Medicine (Part-time)", "Foundation Certificate in Floral Design and Applications I (Part-time)", and "Certificate in Floral Design and Applications III (Part-time)" for the general public, providing diverse and market-oriented training opportunities

職業發展服務一直致力為不同對象提供多元的職業輔導、就業配對及技能培訓服務。為配合服務的發展和服務使用者的需要，並能惠及更多的服務使用者，服務辦事處已經喬遷至位於太子新辦事處，並於二零二四年一月二十六日正式舉行開幕典禮

The Employment Development Service strives to provide diverse and professional employment counselling, job matching, and vocational training to its users. To better meet service development and user needs, the office has relocated to a new facility in Prince Edward. The office opening ceremony was held on 26 January 2024



專題故事 Feature Story

Johnny 現年三十四歲。他因為早年罹患思覺失調，所以經轉介入住了為精神復元人士提供過渡性住宿照顧服務的秦石中途宿舍。儘管擁有碩士學位的學歷，但因患病加上在宿舍居住多時，他非常缺乏自信，更時常質疑自己是否真的有能力重投社會，遑論為未來職涯制訂具體規劃。

Johnny, 34 years old, faced significant challenges due to his diagnosis of psychosis in his early life, which led him to be referred to the Chun Shek Halfway House—an establishment that provides transitional accommodation for persons in recovery (PIR). Despite holding a master's degree, his illness and extended stay in the halfway house resulted in profound self-doubt. He often questioned his ability to reintegrate into society, let alone develop a concrete career plan for the future.

從懷疑到自信

在四年多前 Johnny 經轉介接受了善導會的輔助就業服務，為重投就業市場作準備，踏上轉變的起點。這項服務除了協助 Johnny 規劃職涯，克服心魔更是一大任務。因此，服務希望透過發展個人的獨特潛能，讓 Johnny 逐步找到屬於自己的天地。

From Doubt to Confidence

In preparation for re-entering the employment market, Johnny embarked on his transformative journey around four years ago when he accepted the Supported Employment Service (SES) offered by SideBySide. SES aimed not only to assist Johnny in career planning but also focus on helping him overcome the psychological barriers he faced. Through the development of his unique potential, the goal was to help Johnny gradually find his place in the workplace.



輔助就業服務的服務使用者王先生，夥拍香港傷健協會一位服務使用者擔任活動司儀，以及香港聾人福利促進會一位手語傳譯員擔任共融就業日啟動禮的司儀。對於第一次擔任活動司儀，王先生表示十分興奮；同時，可以在如此有意義的活動擔任大會司儀，他感到十分榮幸。

Johnny WONG, a service user of our Supported Employment Service (SES), partnered with another service user from Hong Kong PHAB Association, and a sign-language interpreter from the Hong Kong Society for the Deaf, emceed the Launching Ceremony.

Johnny WONG felt excited as it was the first time in his lifetime to be an official host of a ceremony. He was also honored to be one of the emcees for such meaningful event.

輔助就業服務的服務使用者王先生出席活動，與其他服務使用者分享自己的想法。

Johnny WONG, a service user of our Supported Employment Service (SES), shared his thoughts with other service users in a programme.



專題故事 Feature Story

自我肯定來自累積的成功經驗。個案工作人員在接觸 Johnny 之初，發現 Johnny 的英語能力出眾，因此便邀請了他成為網上英文課程導師，教授其他服務使用者英語，藉此讓 Johnny 慢慢學習與人接觸。及後，Johnny 亦在個案工作人員推薦下，參與善導會提供的口才訓練，學習擔任司儀，提升口語能力、抗壓能力及自信心。表現出色的 Johnny 獲推薦在「共融招聘日」及「DEL@WORK 啟動禮」的活動上擔任英語司儀一職，讓他發揮所學所長，表現獲得一眾來賓讚賞。

重拾自信的 Johnny 亦鼓起勇氣尋找工作，希望為生活賦予新的價值。然而，在疾病的影響下，求職之路並非一帆風順，卻也沒有沒澆熄 Johnny 想外出工作的想法，「工作令我變得正面、令我覺得自己有用，人生有返目標和滿足感。」個案工作人員亦針對 Johnny 的不足，協助提升溝通和社交能力，以及認識職場工作的文化，並協助他訂立合適的職涯方向。

現時，已考獲保安牌照的 Johnny 在高級住宅任職保安員。不過，Johnny 坦言：「保安員只是暫時維生的工作。長遠而言，我打算再進修，或會投身社工，希望將自己的經歷轉化為力量，幫助其他有相似困難的人。」

Self-affirmation always comes from accumulating successful experiences. Initially, his caseworker recognised Johnny's exceptional English proficiency and invited him to become an online English course instructor and teach other service users. This role allowed Johnny to slowly learn how to engage with others. Following this, he participated in public speaking training recommended by his caseworker, where he learned the skills necessary to serve as an emcee. This training significantly enhanced his verbal communication, resilience, and self-confidence. Johnny excelled in his new roles and was invited to serve as an English emcee at events such as the "Inclusive Recruitment Day" and the "DEL@WORK Launch Ceremony", receiving praise from attendees for his outstanding performance.

With his renewed confidence, Johnny gathered the courage to seek employment, hoping to bring new value to his life. However, the journey of job hunting was not without its challenges, exacerbated by his illness. Yet, this did not extinguish Johnny's desire to work. He expressed, "Work makes me positive and gives me a sense of purpose and fulfillment". His caseworker worked diligently to address Johnny's areas for improvement, helping him enhance his communication and social skills, understand workplace culture, and establish suitable career goals.

Currently, Johnny has obtained a security license and is working as a security officer in luxury apartments. However, he shares, "Being a security officer is just a temporary means of survival. In the long run, I plan to pursue further education and may enter the social work field, hoping to channel my experiences into helping others who face similar challenges".



輔助就業服務的服務使用者王先生參與口才訓練，學習擔任司儀以提升溝通技巧、抗壓能力及自信心。

Johnny WONG, a service user of our Supported Employment Service (SES), participated in public speaking training and learn to be an emcee to enhance verbal communication, resilience, and self-confidence.

創業培育

Entrepreneurship

恒生青年前路探索計劃

Hang Seng Youth Career Planning Scheme



服務概覽

SERVICE OVERVIEW

由恒生銀行全力支持的「恒生青年前路探索計劃」，致力為弱勢青年提供職涯發展服務，為青年裝備所需的知識和技巧，協助他們探索不同行業和機會，從而探索職涯方向。計劃發展至今，已邁向第十年，在既有的服務中，計劃亦加強了裝備未來技能相關的培訓。計劃同時也聯繫了更多不同類型的僱主，提供實習崗位，讓青年可以有具體的工作體驗。

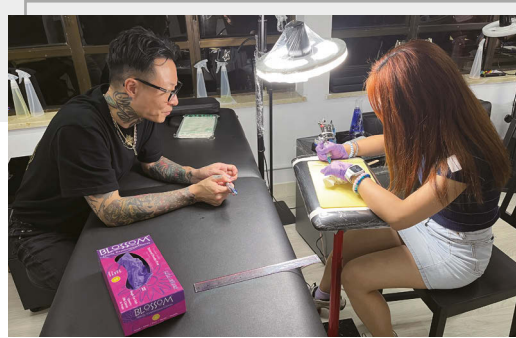
在創業支援上，我們今年共舉行了兩次創業評審，共批出了港幣337,000元起動基金予七個項目，在評審前提供了一連串的創業培訓，亦在評審後繼續提供支援。為加強創業上的後續支援，本計劃於二零二三年十月聯同青年培育及創業服務，舉行了「創業，然後」青年創業日，邀請了數位不同界別的創業家與青年交流及對話，分享他們在創業路上的經歷及智慧。

With the full support of Hang Seng Bank, the 'Hang Seng Youth Career Planning Scheme' ('the Scheme') strives to provide career development services for disadvantaged youths. Through various types of activities, the Scheme equips the youths with the necessary knowledge and soft skills, enables them to explore different industries and opportunities, and enhances their understanding of self and career pathway. The Scheme is approaching its 10th anniversary, and we enhance our training in future skills in our current services. The Scheme has a wider network of employers to offer job attachment vacancies for the youth to have concrete experience in real workplace.

The Scheme hosted 2 rounds of entrepreneurship vetting this year with approval of \$337,000 grant seed money for 7 applications. A series of entrepreneurship training was conducted before the vetting; and we also provided post-funded support service. The Scheme co-hosted a Youth Entrepreneurship Day with Youth Empowerment & Entrepreneurship Service in October 2023. A few renowned entrepreneurs were invited to share and interact with the youth.



本計劃年度第五期創業評審日
5th business vetting of the Programme



紋身師行業分享及體驗
Career exploration and sharing towards tattoo service.



職涯規劃及探索小組的參加者在體驗廣告拍攝的活動

We hosted exploration activities of advertisement industry for the participants of career planning and development group



「創業，然後」青年創業日
'What's next?' Youth Entrepreneurship Day

專題故事 Feature Story

現時 28 歲的 John 是本地咖啡品牌「稟啡」的創辦人。看上去官仔骨骨的他，其實都有一個不簡單的職涯故事。他是在典型的基層家庭長大，自小與家人關係疏離，更因為家庭關係而變得反叛，「小時候我是一個比較頑皮的人，父母都要上班，不太懂與我溝通，加上我亦不會表達自己，一言不合就會動手動腳，家人都覺得很難、亦沒有時間管教，只好放任我。」在 14 歲的時候，John 終於因偷竊被捕，被判感化令，入讀寄宿學校。後來，在文憑課程畢業後，他原本想投考消防，然而因體能測試失敗而告吹，卻成為了日後發展咖啡事業的轉捩點。

John 在輾轉間發現自己對咖啡的濃厚興趣，並正式投身咖啡師行列。在累積了豐富前線工作經驗後，John 決定建立個人咖啡品牌——「稟啡」。「『稟』是來自天賦異稟一詞，它的意思跟我的經歷都很相似，雖然人生的經歷跟常人有點不一樣，但是幸運我遇上了咖啡、遇上幫助我的人，令我的人生有所不同」。為了創業，他早上做裝修工程，夜晚自我進修，更通宵親手造了咖啡車，一人一車發展起「婚宴咖啡到會」服務。此外，他亦有經營咖啡烘焙和開班教咖啡拉花，一手一腳建立起自己的咖啡世界。

At just 28 years old, John stands as the founder of GFG Coffee Co., a local coffee brand that embodies his remarkable journey. His story is not just about coffee; it reflects resilience and transformation born from a challenging upbringing. Growing up in a lower-middle-class family, John often felt a sense of disconnection from his family. The relationship at home fostered a rebellious spirit within him. "I was quite a mischievous child. My parents worked long hours and struggled to communicate with me. I found it difficult to express myself, and minor disagreements often escalated into physical confrontations. My family felt overwhelmed and chose to let me be", he recalls.

At the age of 14, John's life took a pivotal turn when he was caught stealing and subsequently placed in a rehabilitation programme attending a boarding school. After completing his diploma, he initially aspired to join the fire service. However, when he failed the physical test, it marked a significant turning point that would ultimately lead him to the world of coffee.

Through a series of experiences, John discovered a profound passion for coffee and officially stepped into the role of a barista. Gaining extensive frontline experience, he decided to launch his own brand — GFG Coffee Co which stands for 'Gift from Gifted'. "The name 'GFG' resonates with my journey. Though my life experiences may differ from the normal norm, I was fortunate to discover coffee and meet people who positively influenced my life", he explains.

To bring his vision to life, John balanced his time between working in renovation during the day and pursuing self-study at night. He even handcrafted a coffee cart, initiating a "wedding coffee catering" service. Additionally, he ventured into coffee roasting and taught latte art classes, gradually building his own little coffee empire.



咖啡工作坊
coffee making workshop



專題故事 Feature Story



快閃檔推銷咖啡產品
Pop up store to promote coffee product



不能沒有水的「啡」

然而，John甫開業就遇上疫情，初期生意慘淡，迎來了事業的第一個樽頸位。幸好，他透過社工介紹，參與了「恒生青年前路探索計劃」。在經歷評審後，他的創業計最終獲批創業起動資金，幫助他發展咖啡豆烘焙市場，為受到阻礙的業務找到新的商機。計劃協助他重新整理思緒，鞏固業務經費的基礎，也實際為他連繫了創業相關的人脈網絡，並給予他繼續創業的動力，進一步發展咖啡品牌的事業。他形容計劃的幫助就有如「正當我想穿過沙漠，尋找綠洲時，找到一杯水」。在迷失的時候，能夠遇上這個計劃，好似為這一杯「啡」添上一杯水，對他來說意義非常重要。

A Cup of Water in the Coffee

However, shortly after launching his business, John faced significant challenges as the pandemic struck which led to poor initial sales. This marked the first major bottleneck in his entrepreneurial journey. Fortunately, through a social worker's referral, he became involved in the Hang Seng Youth Career Planning Scheme. After undergoing vetting, his entrepreneurial project was ultimately approved for startup funding, enabling him to explore the coffee roasting market and discover new business opportunities amidst the obstacles.

The programme helped him reorganise his thoughts and solidify the financial foundation of his business. It also connected him with a network of entrepreneurs, providing the motivation he needed to continue his journey and further develop his coffee brand. John described the programme's support as akin to "finding a glass of water just when I was trying to cross the desert in search of an oasis." Encountering this Scheme during a moment of uncertainty was profoundly significant for him, as it added a crucial element of support to him to navigate challenges to pursuit of dream in the coffee industry.



John的故事在恒生銀行 YouTube 頻道播放
The story of John has been shown at YouTube channel of Hang Seng Bank



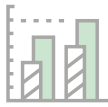


服務概覽

SERVICE OVERVIEW

「賽馬會鼓掌·創你程計劃」由香港賽馬會慈善信託基金策劃及捐助，於二零二零年九月展開第二階段，旨在透過生涯發展介入模式啟發年青人發揮潛能，開拓多元生涯發展出路。該計劃主要服務30歲或以下的青年，結合強大的僱主網絡及培訓資源，為受助者度身訂造生涯發展服務，讓他們能夠投入有意義的發展和社區連結，促進從學校到工作的順利過渡，鼓勵青年活出無限可能。

CLAP for Youth@JC ("CLAP") funded by The Hong Kong Jockey Club Charities Trust, Phase II of the project commenced in September 2020. Mainly serving young ex-offenders and institutionalized youths aged 15 to 29. This project is an evidence-based career and life development (CLD) intervention model and various innovative artefacts, seeking to inspire the society to celebrate possibilities and embrace youth's potential. We envision all youth to be able to achieve meaningful lives and aspire to make positive contributions to society.



服務數據

SERVICE DATA

小組節數: **359** 節
Group session

參與人數: **1,112** 人
The number of participants

參與人次: **2,711** 人次
Total attendance of groups

成功發展行動計劃: **91%**
Successfully Developed Action Plan

提昇改變動機: **72%**
Enhanced Motivation

減少反社會行為: **72%**
Reduced Anti-social Behavior

有清晰生涯發展路向: **79%**
Had Clear Direction and Plan Their Career Roadmap

為實現生涯發展計劃而採取的行動: **78%**
Taken Actions in Order to Actualize Their Career and Life Plan





年度重點

HIGHLIGHTS OF THE YEAR

賽馬會鼓掌·創「成功」你程論壇 2024

CLAP@JC Conference 2024

賽馬會鼓掌·創「成功」你程論壇於二零二四年三月八日至九日舉行，慶祝香港賽馬會十年來的成果。活動以「電影節」為主題，吸引 370 名青年參加，並設有講座和 40 個市集攤位。善導會參與了專題論壇，探討如何推動弱勢青年公平及有效職學接軌，並分析非在學非在職青年群體的特點及良好的生涯發展實踐。

The CLAP@JC Conference 2024, held on 8-9 March, celebrated a decade of The Hong Kong Jockey Club's commitment to school-to-work transitions. Featuring 370 young participants and a "Film Festival" theme, the event included talks and 40 market booths. SideBySide contributed to a panel on improving transitions for disadvantaged youth, focusing on innovative support for individuals "not in education, employment or training" (NEET) globally.



副總幹事李冠美在賽馬會鼓掌·創「成功」你程論壇 2024 中分享香港的縱向數據，探索待業待學青年的主要特點和良好的生涯發展實踐

Deputy Chief Executive, Ms. May Lee shared longitudinal data from Hong Kong to explore key profile and good CLD practice for NEET



不同青年服務的單位同事參與及支持賽馬會鼓掌·創「成功」你程論壇 2024

Colleagues from the youth work service attended the CLAP@JC Conference 2024 to support

懲教署立德學院

CSD Ethics College

於二零二三年十月到二零二四年七月，善導會針對 75 名於白沙灣及羅湖懲教所就讀立德學院的在囚人士，舉辦了 250 節其他學習經歷活動，活動以生涯發展框架作主軸，涵蓋職業發展、情緒管理和適應力等，為在囚人士重返社會做好準備。

During October 2023 to July 2024, SideBySide provided 250 sessions of "Other Learning Experience" to 75 persons-in-custody (PIC) in Ethics College of Correctional Service Department at Pak Sha Wan and Lo Wu Correctional Institutions. The framework of Career and Life Development was adopted, covering career development, emotional management and adjustment so as to prepare the reintegration of PICs.



來自不同單位同事一同參與立德學院服務分享會，交流意見及服務發展點子

Colleagues from different units came together to joined the sharing session of Ethics College, to share and exchange practice wisdom



同事們將所屬的服務分類於生涯發展介入框架內，展示服務的多元性

Colleagues classified their services within the Career and Life Development

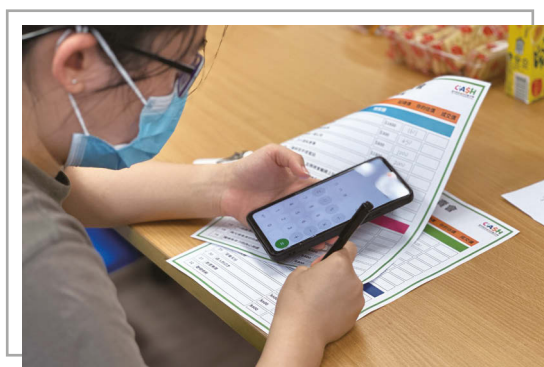


服務概覽

SERVICE OVERVIEW

「CASH – 青年創意理財互動空間」獲香港交易所慈善基金資助，由香港公益金撥款及監察，為期兩年。目標協助9至35歲的弱勢青少年，建立良好財務動機及目標，增加他們財務管理的知識和技巧，使其了解健康財務的重要性以及長遠加強他們的財務幸福感。計劃透過青少年投入、感興趣和能獲得成就感的活動，為他們提供基礎理財教育，並為特定群組提供個人化的理財體驗，日後把理財經驗應用到日常生活。

“CASH – Youth Financial Smart Planning Interactive Space” is a two-year project funded by HKEX Foundation and allocated and monitored by The Community Chest. The project aims to assist individuals aged 9 to 35 from disadvantaged groups to establish good financial motivation and goals, increase their knowledge and skills in financial management, enable participants to understand the importance of proper financial values and monetary concepts and enhance their financial well-being in the long run. The project provides young people with a foundation in financial education through engaging and achievement-oriented activities that capture the interest and involvement of young people. Additionally, the project provides personalised financial management experiences for specific groups, enabling them to apply their learned experience to daily life in the future.



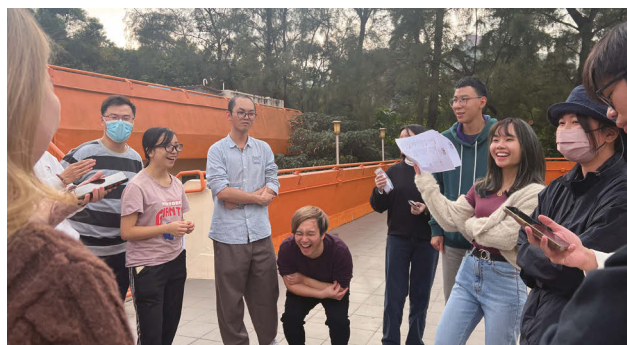
「人生拍賣會」的參加者正分配資金購買心儀的人生項目

Participants of the “Life Auction” are allocating funds to purchase their desired items in life



「理財體驗日營」的參加者正享受他們以汗水和努力換取的成果

The participants of the Day Camp are enjoying the results of their sweat and effort



在「理財體驗日營」的財務戰中，參加者發揮想像，分享具創意的財務規劃想法

During the “Financial Battle in a Day Camp”, participants unleashed their imagination and shared creative financial planning ideas



理財義工於面談中分析參加者的個人財務狀況，並提供專業意見

The financial volunteer analysed participants' personal financial situations and provided professional advice during the case interview



服務概覽 SERVICE OVERVIEW

善導會於二零二三年十一月起成為「多元種族就業計劃」九龍區的服務提供機構，計劃由勞工處資助，旨在通過個案管理方式為多元族裔求職人士提供一站式就業支援服務，以提升他們的就業能力及支援職涯發展。

我們亦為僱主提供各類支援服務，如舉辦職業博覽及招聘會、企業參觀、文化敏感度工作坊等，從而推廣多元文化意識及多元族裔人士的就業能力，並推動僱主營造多元共融的工作環境，以發掘更多合適的職位空缺。

SideBySide is commissioned by Labour Department to launch Racial Diversity Employment Programme (RDEP) in Kowloon region since November 2023. RDEP aims to provide one-stop employment support services for ethnically diverse job seekers through a case management approach, so as to enhance their employability and support their career development.

We also promote awareness of multi-cultures, employability of the ethnically diverse group and the development of inclusive workplaces by providing support services to employers, such as arranging job fair, recruitment talk, workplace visit and cultural sensitivity workshop. We strive to explore and identify more suitable job opportunities for ethnically diverse job seekers, to make a good match for the employers and hence foster workplace inclusion.



多元種族就業計劃與國泰附屬服務合作舉辦招聘日
RDEP hosted a recruitment talk with Cathay Pacific Subsidiary Service



為港鐵員工舉行網上文化敏感度工作坊
Online cultural sensitivity workshop was held for MTR staff



職業博覽及招聘會
Job fair for ethnically diverse job seekers



計劃社工於平機會為僱主介紹服務
RDEP social worker introduced our services to employers in Equal Opportunities Commission



服務概覽

SERVICE OVERVIEW

承蒙置地公司家基金資助，善導會於二零二三年九月再次展開「自在地·活出真的你 – 多元族裔青年職涯探索計劃2.0」，延續職涯發展服務予多元族裔青年。透過一連串職涯發展為本的學習及體驗活動，如行業探索、工作實習、職前預備工作坊、職業相關中文課程等，協助多元族裔青年，提升中文能力及職場技能，改善升學就業能力及前景，開拓前路新方向。

計劃將工作實習服務延展至中四至中六的多元族裔中學生，讓他們可以於在學期間體驗真實的工作環境，為未來繼續升學或就業作準備。我們亦繼續獲置地公司邀請，成功推薦了一名多元族裔畢業生參加其公司為期一年的實習生計劃。

With the support of the Hongkong Land HOME FUND (“HOME FUND”), the “Key to Success – Career and Life Planning Project for Ethnically Diverse Youth” was re-launched in September 2023. This initiative continues to provide career development services to ethnically diverse youth. Through a series of career development-focused learning and experiential activities, such as industry exploration, internships, pre-employment workshops, and job-related Chinese language courses, the program aims to assist ethnically diverse youth in enhancing their Chinese language proficiency and workplace competencies, improving their academic and employment prospects, and opening new pathways for their future.

The Project expanded the job shadowing scheme to include Form 4 to 6 ethnically diverse students, enabling them to gain valuable experience and insight into a real workplace before entering the job market. Understanding the requirements and expectations of a professional environment helped these secondary school students prepare more effectively for their future studies or employment. Additionally, the Project was invited to recommend one ethnically diverse youth to join Hongkong Land’s trainee program for successful graduates.

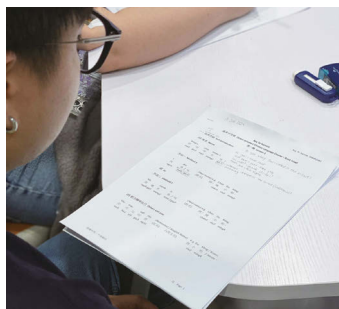


帶領中學生參觀愛護動物協會探索動物福利行業

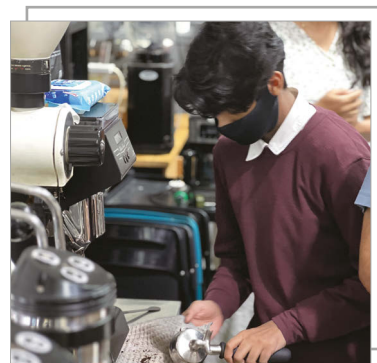
A group of ethnically diverse secondary school students visited SPCA to explore the animal welfare industry



多元族裔青少年體驗街頭健身文化
Ethnically diverse youth experienced street workout culture



為多元族裔青年開辦職業相關中文課程
Provided career-oriented Chinese language courses and industry exploration for ethnically diverse youth



多元族裔青年參加工作實習及協助咖啡工作坊
An ethnically diverse youth participated in job shadowing and assisting in coffee workshops

專題故事 Feature Story

自在地·活出真的你 – 多元族裔青年職涯探索計劃

23 歲是社會新鮮人的年紀。Sean 亦不例外，今年剛好大學畢業，取得了傳播學士學位，準備投身社會。然而，這位青年的是一位香港出生印度裔青年。就在然而，Sean 的求學之路並不順遂，他曾因家庭陷入財困，父母難以支付學費而被迫休學一年，在餐廳全職工作賺取生活費及學費，待儲蓄足夠的金錢再重新開始學業。

然而，儘管 Sean 操得一口流利廣東話，甚至學歷不俗，都不足以兌換成職場的入場券。他求職之路屢屢碰壁，甚至連往返大學的交通費用及生活費都難以負擔；而他雖然有志於攝影及多媒體製作行業，但一直也得不到機會，他亦沒有信心勝任辦公室的行政工作，對未來要找份理想工作因此感到迷茫。

Key to Success – Career and Life Planning Project for Ethnically Diverse Youth

Sean is a 23-year-old Indian youth born in Hong Kong who just graduated with a Bachelor's degree in Communication. His path to pursuing a career has been anything but smooth. Due to financial difficulties within his family, Sean was forced to take a year off from his studies when his parents struggled to pay for his tuition. During that time, he worked full-time in a restaurant to cover living expenses and save enough to resume his education.

Despite being fluent in Cantonese and holding a respectable academic background, Sean faced numerous challenges in his job search. He encountered repeated rejections and struggled to afford transportation to and from university. Although he aspired to work in photography and multimedia production, opportunities were elusive, and he also lacked the confidence to pursue any office work. All of these left him feeling lost regarding his future career.



參加點心工作坊，學習中文飲食詞語
Learning Chinese food wordings by joining
Dim Sum workshop



攝影作品展覽
Photography exhibition

專題故事 Feature Story

逆境中能向前邁步

在前路茫茫之際，Sean經過朋友介紹下參加了「自在地·活出真的你—多元族裔青年職涯探索計劃」。計劃為他安排了職前預備工作坊，提升他的面試技能。另外，透過職涯發展評估及提供工作實習機會，讓他從體驗實際職場生活中探索職業去向。Sean曾在社會服務單位擔任實習助理，協助舉辦不同活動，在這些活動中，Sean擔任過不同崗位，如作中文班的助教、活動攝影師，又會處理辦公室的基本文書及行政工作。

本來，他對工作實習沒有太大期望，但他透過親身體驗，發現自己在工作上更多的可能性，尤其是辦公室的工作原來並沒有他想像的困難和不適合。這些經驗讓他有機會與不同的人接觸，開拓了他在職涯發展上的選擇及視野。最後，他的嘗試和努力也為他帶來了機會，被香港置地取錄成為實習生。

計劃提供的幫助為Sean打下了強心針，開始有更多信心面對前路，並更有動力繼續提升自我。在面對職場挑戰時，會堅定地克服逆境。他最終獲得了香港置地的一年全職工作機會，這成為了他職涯發展的起點，慢慢地走出一條喜歡的職涯道路，真正地活出真的我。

Moving Forward in Adversity

In this moment of uncertainty, a friend introduced Sean to the “Key to Success-Career and Life Planning Project for Ethnically Diverse Youth.” The programme offered him pre-employment workshops to enhance his interview skills. Through career development assessments and internship opportunities, Sean began to explore potential career paths by experiencing real workplace environments. He interned as an assistant at a social service organization, where he helped organize various activities. In this role, Sean took on multiple responsibilities, serving as a teaching assistant for Chinese classes, an event photographer, and handling basic clerical and administrative tasks.

Initially, Sean had low expectations for the internship, but through these hands-on experiences, he discovered new possibilities for himself in the workplace. He realized that office work was not as daunting or unsuitable as he had imagined. These experiences allowed him to connect with diverse individuals, broadening his options and perspectives for career development. Ultimately, his efforts and persistence led to an opportunity with Hongkong Land, where he was offered an internship.

The support provided by the programme bolstered Sean's confidence, empowering him to confront future challenges with renewed motivation. As he faced workplace obstacles, he grew more resilient in overcoming adversity. Eventually, he secured a one-year full-time position with Hongkong Land, marking the beginning of his career development journey.



城市街影作品
City Snapshot

社會企業 Social Enterprise

明朗服務有限公司
Bright Services Co. Ltd.



服務概覽

SERVICE OVERVIEW

本會轄下社會企業－明朗服務有限公司(明朗)一九九七年成立，至今已營運27年。明朗一直為更生人士及其他弱勢社群提供就業機會，協助他們發揮潛能，增強市場競爭力，與此同時積極提升業務，追求持續發展。為配合社會發展及市場需求，明朗將調整業務範疇，繼續致力為客戶提供優質的服務。

A social enterprise established by the Agency in 1997, Bright Services Company Limited (BS) has been operating for 27 years. Proactively enhancing its business and sustainability, BS provides a great variety of job opportunities to assist ex-offenders and the underprivileged in increasing their competitiveness by capitalising on their potential. To provide the best quality of service to our customers, the scope of our services will be adjusted according to the changes in market needs and society development.

業務重點

運輸業務

搬運工作是明朗成立時發展的首項業務，至今經營已27年。明朗積極拓展不同商業機會，為社會各界客戶提供運輸服務，包括不同政府部門及社會服務團體、百佳超級市場(香港)有限公司、香港中文大學，世界自然(香港)基金會與foodpanda合作的運送外賣重用餐具等。運輸業務為更生人士及其他弱勢提供495人次就業機會，總營業額為港幣\$1,650,509元。

Business Highlights

Removal And Logistic Business

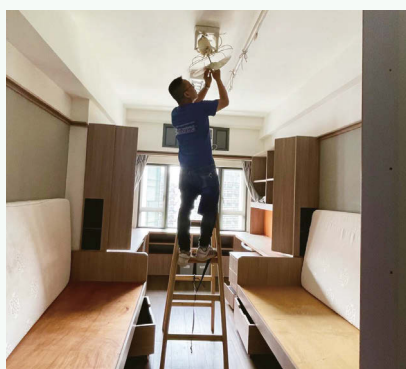
BS has been providing removal and logistic service for 27 years. BS actively sought for different opportunities and continued to serve different customers including different government departments and non-governmental organisations, PARKnSHOP (HK) Limited and the Chinese University of Hong Kong, collection of reusable food containers project by World Wide Fund for Nature Hong Kong and foodpanda. A total of 495 job opportunities were created for ex-offenders and underprivileged at a transaction amount of HK\$1,650,509.



暑假期間，明朗為學校清理舊傢俬
BS workers helped clear out old furniture for the school

清潔業務

明朗主要發展家居、辦公室及院舍清潔市場，提供一次性深層潔淨、洗地打蠟、特效無臭滅蟲及消毒塗層服務，為弱勢社群提供更多發展機會。清潔業務提供2,850人次就業機會，總營業額為港幣\$1,095,366元。



香港中文大學學生宿舍清潔工作
Cleaning Services at The Chinese University
of Hong Kong Student Dormitories

Cleaning Business

BS focused on developing its household, office and hostel cleaning market by providing one-off in-depth cleaning, stain removal and waxing and pest control services, and antimicrobial treatment. All these services can create more employment opportunities for the underprivileged. Its cleaning service provided 2,850 job opportunities and generated a total transaction amount of HK\$1,095,366.

展覽業務

明朗與亞洲國際博覽館緊密合作，於大型展覽、演唱會、宴會及其他活動提供人力支援，使不少更生人士獲得穩定工作，核心團隊成員由20多名更生人士及其他弱勢社群人士組成。除此之外，明朗更積極求變，以Smart Exhibition品牌拓展其他活動及展覽業務，增加不同工作機會。業務帶來2,279次工作機會，總營業額為港幣\$2,143,680元。

Exhibition Business

The close business relationship with AsiaWorld-Expo Management Limited (AWE) has enabled BS to get involved in different large-scale exhibitions, concerts, banquets and events which needed manpower support, thus providing stable jobs to set up the core staff team of more than 20 ex-offenders and others underprivileged. Furthermore, its business scope had been extended through the brand of Smart Exhibition to other outside events and exhibition. 2,279 job opportunities were provided while the total transaction amount reached \$2,143,680.



Smart Exhibition 為 eConnect 就業連網共融就業日
啟動禮暨招聘會，搭建 15 個展位的場地
Smart Exhibition had installed 15 booths for eConnect
employment network's inclusive job fair

烘焙業務－「甦爐」

明朗開設的麵包咖啡店「甦爐」於二零一八年五月在柴灣興民邨正式開張營業，生意已上軌道，除為社區街坊提供麵包餅點、小食飯餐及中秋月餅外，並會為公司及機構提供訂購及到會服務。本年度總營業額為港幣\$1,693,194元，為共15名更生人士及其他弱勢社群人士提供專業在職培訓及工作機會。



甦爐獲邀於亞洲博覽館為展覽入場者提供港式烘焙小食

SoBakery was invited to provide traditional Hong Kong snacks for participants in AWE exhibitions

Bakery – “SoBakery”

In May 2018, SoBakery had been launched in Hing Man Estate, Chai Wan. While the business had got on track, SoBakery not only provided the local community with bread bakery products, different food meals and mooncakes, but also offered outside catering services for corporates and organisations. A total transaction amount of HK\$1,693,194. It had provided 15 employment and training opportunities to ex-offenders and others underprivileged.



順聯香港穎同甦爐向興民邨長者及殘疾人士送出300盒中秋月餅

Sunlink Holdings (H.K.) Ltd. sponsored 300 boxes of mooncake made by SoBakery to elderly and persons with disability living in Hing Man Estate

