



機構
Corporate **事務**
Affairs



服務概覽

SERVICE OVERVIEW

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

The Brand & Communications Division (BCD) has the important role of improving both internal and external communications for the organisation. Our primary focus is to effectively convey the agency's vision, mission, values, and accomplishments through strategic activities. In addition, we handle brand management and promotion. This encompasses tasks such as media relations, creating corporate materials, organising fundraising events, communicating with stakeholders, and overseeing agency branding. Our aim is to ensure public recognition and support for the organisation.



二零二三年八月十九日全港賣旗日邀請善導會青年及健康大使江旻憶小姐成為義工
Miss Vivian Kong Man-wai, the Youth and Health ambassador of SideBySide was invited as volunteer in the territory-wide Flag Day on August 19, 2023



由葉韻怡主持的香港電台節目《萬千寵愛 Talk 甦》逢星期日傍晚播出人物專訪，讓在囚人士及公眾更認識本會服務
Every Sunday evening, the RTHK programme hosted by Yip Wan-yi is broadcasted, featuring interviews that help the inmates and public know more about our services



本會舉辦《洗碗天團》慈善電影優先場為預防犯罪教育籌款，其劇本曾參考本會服務使用者的求職故事
The Charity Movie Preview Night of the film "Dishwasher Squad" aimed at raising funds for crime prevention education, with its script inspired by the job-seeking stories of our service users



聖誕前夕舉辦的《作家出道殺人事件》善導會專場，啟發觀眾思考犯罪背後的心理狀態及對身邊人的影響
The special screening of "Writer kills. Killer writes." held on Christmas Eve inspires the audience to reflect on the psychological states behind crime and its impact on those around them

在香港賽馬會慈善信託基金的支持下，「個案及數據管理信息系統」已於二零二三年第三季完成系統開發招標工作及選定合適的系統開發商。根據本會服務具體分類，系統包括十個模組，並將分六個階段上線。

系統的功能不僅能夠滿足各類服務的最新需求，還將推動服務流程的數碼轉型，以應對新常態帶來的各種挑戰，提升整體服務質量和效率。

「個案及數據管理信息系統」將能協助：

- 提升服務靈活性：透過數據驅動的決策，快速響應不斷變化的社會需求
- 優化流程效率：：自動化重複性任務，減少人為錯誤，縮短服務交付時間
- 增強用戶體驗：提供更直觀的界面和更便捷的服務，讓使用者能夠輕鬆獲取所需支持
- 強化數據管理：集中管理所有服務數據，便於分析和報告，幫助制定更有效的策略

於二零二四年第一季，過渡性房屋功能已完成開發及正式上線。



The development of the Case and Data Management System was supported by the Hong Kong Jockey Club Charities Trust with tendering process for system development completed and an appropriate IT vendor selected for the system development in the third quarter of 2023. Based on the specific classification of the services of the agency, the system will include ten modules and go live in six phases.

Through the system, the agency will not only meet the latest demands of various services but also promote the digital transformation of service processes to address the challenges posed by the new normal and enhance overall service quality and efficiency.

Specifically, the system will:

- Enhance Service Flexibility: Respond quickly to the ever-changing social needs through data-driven decision-making
- Optimise Process Efficiency: Automate repetitive tasks, reduce human errors, and shorten service delivery times
- Improve User Experience: Provide a more intuitive interface and more convenient services, allowing users to easily access the support they need
- Strengthen Data Management: Centralize the management of all service data for easier analysis and reporting, aiding in the formulation of more effective strategies

Through these features, the system will effectively address current and future challenges.

The system development for the first phase of transitional housing operation had been completed and it officially went online in first quarter of 2024.



服務數據
SERVICE DATA

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 Cloud-based Email and Document Processing System	全會 All units
知識分享平台 WiseEasy	全會 All units
線上電子簽名解決方案 Online Electronic Signature Solution	全會 All units
人事管理系統 Human Resources Management System	全會 All units
財務管理系統 Financial Management System	財務部 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 Mental Health Service Integrated System	精神健康綜合社區中心 Integrated Community Centre for Mental Wellness
持份者關係管理系統 Stakeholders Relationship Management System	全會 All units
僱員管理系統 Human Resources Management System	社企明朗服務有限公司 Social Enterprise Bright Services
僱主網絡管理資料庫 Employment Management Database	職業發展服務 Employment Development Service
健康教育服務資料庫及管理系統 HES Management Database	健康教育服務 Health Education Service
中途宿舍管理系統 Halfway House Management System	中途宿舍 Halfway House
工作流程系統 Workflow System	全會 All units
個案及數據管理信息系統 Case and Data Management System	全會 All units

研究調查 Research Study



服務概覽 SERVICE OVERVIEW

研究及發展部負責以實證為本了解服務使用者的需求，並推動機構的發展。本部門的工作涵蓋三個重要範疇：研究調查、知識轉化及數據管理，以協助機構能洞悉不斷變化的需求。

The Research and Development Division (RDD) is responsible for providing evidence-based insights to enhance understanding of service users' needs and drive our agency's development. The division's work spans three key areas: research, knowledge transfer, and data management, ensuring our agency stays ahead of evolving needs.



年度重點 HIGHLIGHTS OF THE YEAR

研究調查

透過資料及文獻搜集、為研究提供設計諮詢、設計評估工具和數據分析。去年，本部門完成了一項有關『更生人士的毒品使用概況和相關因素研究』。研究結果顯示，約三分之一的受訪者仍有濫用藥物的行為，男性受訪者出獄後濫用藥物的比率較高。研究建議提供就業支援、建立正向的社交網絡、增強心理彈性、以及建立有目標的生活，以協助受訪者重新融入社會。

知識轉移

本部門致力將服務計劃集結成智慧傳遞給予公眾。本部門分析了服務使用者健康調查的數據，並向公眾發佈調查結果，還就衛生局開展的吸煙控制策略公眾諮詢提供了回應。

數據管理

在數字化轉型的時代，於社會服務中應用有效的數據管理尤為重要。本部門繼續與資訊科技部門合作，設計一個中央化的個案和資源管理系統。

Research

RDD supports the Agency's evidence-based practices by conducting desktop research, literature reviews, consultations on methodology design, evaluation tool development, and data analysis. Last year, we completed a study that examined the Prevalence and Factors Associated with Post-release Substance Use in Ex-offenders in Hong Kong. The findings revealed that around one-third of surveyed ex-offenders were current drug abusers, with a higher prevalence among male respondents. Significant factors included peer pressure and boredom. Recommendations focused on employment support, positive social networks, resilience enhancement, and goal-oriented life plans to aid respondents' reintegration into society.

Knowledge Transfer

RDD is committed to sharing insights gained from its studies with the public. RDD analysed Service Users' Health Survey data for result dissemination to the public. The division also provided a response to the Public Consultation on Tobacco Control Strategies conducted by the Health Bureau.

Data Management

In the era of digital transformation, effective data management and application in social services is crucial. RDD collaborates with the Information Technology Division to design a centralised case and resource management system.



服務概覽

SERVICE OVERVIEW

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。

Talent Development Division plans, co-ordinates and implements staff training, professional development and knowledge exchange programmes.



年度重點

HIGHLIGHTS OF THE YEAR

善導培訓中心推動專業發展

善導培訓中心會為其他機構提供培訓，透過分享實務工作知識和紅驗，協助專業發展，合作機構包括：基督教青年會及薈色園。

重視人才發展

定期舉行內部培訓課程，並邀請不同專業的導師授課，以協助同工增進不同範疇的知識，以進一步提升機構服務水平。

為提升同工的管理技巧，本會為經理或以上級別同工提供為期10星期的「管理發展指導培訓計劃」，協助推動團隊成長。

與大專院校保持緊密合作，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。

SideBySide Training Centre Promotes Professional Development

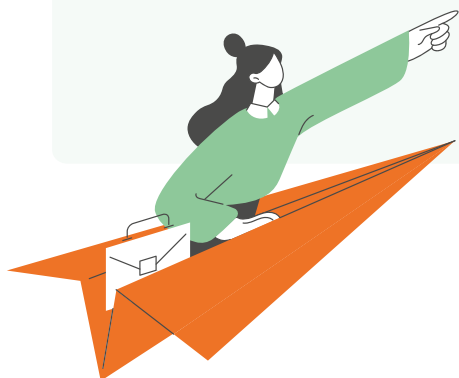
SideBySide Training Centre offered various training programmes in assisting in professional development through the sharing of experiences and expertise. Partner organisations included the YMCA and Sik Sik Yuen.

Talent Development

Regular internal training sessions were held, inviting various professional trainers to enhance colleagues' knowledge in different areas, thereby improving the service level of the Agency.

A 10-week "Management Development Coaching Training Programme" was offered for staff at the managerial level and above to enhance the management skills of our senior staff and assist in team growth.

Maintained close collaboration with universities and Provided internship opportunities for students in social work, criminology, and counselling programme, thereby supporting the development of local social service education. This year, 71 students from different institutions were offered placement at our service units.





服務數據
SERVICE DATA

外間個人培訓
External training for individuals:

33 參與人次
No. of Participation

切合服務及工作所需的外間培訓
External training relevant to service and work setting

機構主導課程
Corporate-led training:

877 參與人次
No. of Participation

新入職同工簡介會、《港區國安法》講座、
年度計劃工作坊等
New Staff Orientation, "Hong Kong National Security"
Talk, Year Plan Workshop, etc

服務主導課程
Service-led training:

700 參與人次
No. of Participation

處理精神暴力、精神病早期介入、
社會污名和藥物濫用、靜觀技能培訓和體驗活動
Handling psychological violence, Early Intervention for
Psychosis, Stigma, and Substance Abuse, Mindfulness
Skills Training and Experiential Activity, etc

提供實習機會
Internship Opportunities

71 位
students

來自各院校的學生於不同服務單位進行實習
from various institutions undertake placement at
different service units



同工參與由名譽教授曾鈺成先生主講的「港區國安法」講座

Staff attended the "Hong Kong National Security"
conducted by Professor The Honourable Jasper Tsang Yok
Sing, GBM GBS JP



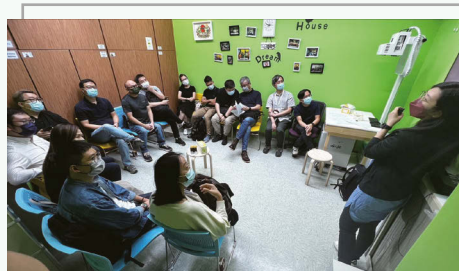
朋輩支援員及朋輩義工完成「朋輩訓練重溫課程」

Peer Support Workers and Peer Volunteers completed the
Revision Course - P.E.E.R training



平等機會委員會高級訓練主任龍子茵女士為同工講解
如何處理職場歧視及騷擾的投訴

Equal Opportunities Commission Senior Training Officer
Ms. Sandy Lung briefed the ways to manage complaints of
discrimination and harassment in the workplace



中途宿舍員工分享服務復元人士時實務智慧

Staff of Halfway House shared the practice
wisdom of serving Persons-in-Recovery residents



服務概覽

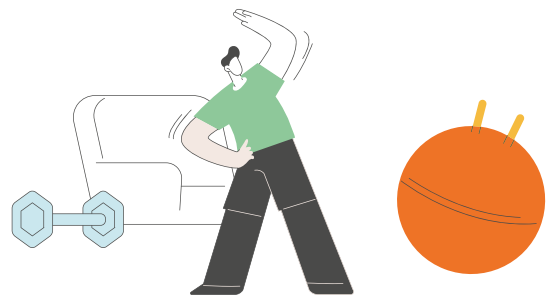
SERVICE OVERVIEW

香港善導會深知員工是機構最寶貴的資產。員工的專業素養、熱誠和追求卓越的精神直接影響服務質素和服務使用者的生活。機構致力於創造一個共融和安全的工作環境，提供持續的培訓和發展機會，並注重員工的身心健康，希望透過這些努力激發員工的工作熱情和使命感，以達致本機構提供優質及專業服務及締造包容而安全的社會的願景及使命。

機構近年拓展了多項新服務，除檢討「職位說明 (JD)」、「職位評估 (JE)」及人手編製外，本年度我們亦相應調整了組織架構，以配合機構的長遠策略發展與打造更高效、靈活及有創新能力的團隊。

SideBySide fully recognises that employees are the Agency's most valuable asset. The professionalism, dedication and commitment to excellence demonstrated by our staff directly influence the quality of services and the lives of service users. The Agency is committed to creating an inclusive and safe working environment, providing continuous training and development opportunities and prioritising the physical & mental well-being of employees. Through these efforts, we aim to inspire enthusiasm and a sense of mission among our staff, which aligns with our vision and mission of delivering high-quality, professional services and fostering an inclusive and safe society.

In recent years, SideBySide has expanded several new services. In addition to reviewing "Job Descriptions" (JD), "Job Evaluations" (JE) and staff establishments, we have also reviewed our organizational structure this year to support the Agency's long-term strategic development and to build a more efficient, flexible and innovative team.



職員活動

Activities for Staff



服務概覽

SERVICE OVERVIEW

職員福利會以「聯繫你我·關愛身心」為主題，鼓勵同事關注自己的身心靈健康，關懷小組亦會定期向會員送上關心。本年度經過網上投票舉辦「泰拳班」及「中式點心班」，活動得到同事的熱烈響應，更帶同親友參與支持。一年一度的「職福會週年聚餐」讓同事們聚首一堂，彼此聯繫。職員福利會亦推動同事多運動，除了組隊代表機構出戰社工盃足球和籃球比賽，也有定期進行排球及羽毛球訓練以強身健體和舒緩工作壓力。

The Staff Welfare Association (SWA) adopted the theme “Connecting You and Me, Caring for Body and Mind” to encourage our colleagues to prioritise their physical and mental well-being. The care team regularly reach out to members to offer support and encouragement. This year, SWA organised “Thai Boxing” and “Dim Sum Class” through online voting, which received enthusiastic responses from colleagues and even drew participation and support from their family and friends. The “Staff Welfare Association Annual Lunch” brought colleagues together to strengthen their connections. SWA also promoted physical activities among colleagues. Apart from forming teams to compete in social work football and basketball competitions, regular volleyball and badminton training sessions were conducted to promote physical fitness and relieve work stress.



「職福會週年聚餐」讓不同單位同事聚首一堂迎聖誕
Colleagues from different units joined together in the “SWA Annual Lunch”



足球盃賽獲獎是整隊人的榮耀
Winning the Football Cup was an honor for the entire team



同事們很享受製作中式點心
Colleagues enjoyed making Chinese dim sum



運動能打破界限，齊上齊落，無分彼此
Sports can break down boundaries and let us go up and down together without distinction