

2014-15 年報 ANNUAL REPORT



SENIOR CITIZEN
HOME SAFETY ASSOCIATION



祝您身體健康，
天天平安！



Good
take!



哈哈！



多謝您 ...

願景 Vision

讓長者可隨心選擇在社區過著有素質的晚年生活

To enable the elderly to live a quality living of their own choice in the community

使命 Mission

致力透過科技應用，以人為本的服務及創新的手法，提升長者社區生活的素質

To enhance the living quality of the elderly in the community through the use of technology, people-oriented services and innovative methods

價值觀 Values

以人為本 (重視每個人的生命價值及尊重個別之差異)

People-oriented (Emphasize on the value of lives and respect the differences of each individual)

重視長者 (重視長者之權利，需要和生活素質，讓他們活得精彩)

Value the elderly (Value the rights, needs, and living quality of the elderly, and to enrich their lives)

企業養福利 (以社會企業之自負盈虧運作模式，使社會福利獲得更多資源)

Cultivating welfare (Operate as a self-financing social enterprise, providing more resources to social welfare)

重視創新理念 (鼓勵創新理念，結合應用於長者服務中)

Value innovative ideas (Encourage innovative ideas and its application to elderly services)

伙伴協作 (與各界攜手，鼓勵合作和多元發展，全面照顧長者的需要)

Partnership (Encourage collaboration with different entities and diverse development, attend to all needs of the elderly)

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長者安居協會簡介

About SCHSA

長者安居協會於 1996 年由鄭經翰先生, GBS, P. Eng., FHKIE, JP 及羅致光博士, GBS, JP 等一群熱心人士支持下成立, 旨在回應當時一股突如其來的寒流而引致逾百名獨居長者猝死的不幸事件。協會是自負盈虧的社會企業及非牟利慈善團體, 本著以「企業養福利」、以人為本的服務及科技, 提昇長者於社區生活的素質, 將平安延伸至社會每個角落。

除了香港人熟悉的「平安鐘®」服務外, 近年協會為回應新一代銀齡人士的需求, 積極拓展如「隨身寶®」、「平安手機®」、「智平安®」、「e 體健」護士關懷等, 整合成一整套完善的「平安服務」, 令長者無論身處家居或外出活動, 都可使用協會直接管理的 24 小時呼援及關懷服務熱線中心的優質服務。此外, 協會亦積極建構跨界別的社區參與平台, 透過於 2013 年底建立全亞洲首創的「賽馬會『生命·歷情』體驗館」、推出「長者生命故事」個人化印書服務及「愛·留聲」心聲輯錄服務, 務求以全新角度, 促進建構長者友善及跨代共融之社區。

協會把公眾籌款及收入盈餘撥作支援「平安鐘」及「隨身寶」慈善計劃個案及相關之服務發展用途, 讓有需要人士免費使用緊急支援及關懷服務。

協會曾代表香港榮獲 2010 年聯合國世界信息峰會 - 移動通訊共融組別大獎、2010 年環球資訊及通訊科技卓越成就獎、2009 年度社會企業獎及 2005 年亞太區最佳非政府機構等重要獎項。協會的平安服務亦於 2014 年獲取社企認證, 成為首批二十間獲認證的社企之一。

主要服務

Core services

平安服務 Call and Care Service



「平安鐘®」服務

Personal Emergency Link Service

於室內使用, 為長者及有需要人士提供全面支援及關懷服務。使用者按動主機按鈕或遙控掣後, 即可接駁至協會, 向職員尋求協助。

An indoor support service for those seeking help from SCHSA through Personal Emergency Link device. After service users having pressed the emergency button on the device, he/she can immediately communicate with 24-hour Call and Care Service Centre. Centre staff will offer suitable assistance.



「智平安®」應用程式服務

e-Care Link Service

透過智能手機提供的呼援及關懷服務, 當使用者以八達通藍牙遙控啟動應用程式後, 即可與協會聯絡及尋求協助。

An outdoor support service that will be initiated through a mobile smartphone. Service users can make use of the designated remote unit to activate the e-Care Link App that is installed on the paired smartphone to initiate a call to 24-hour Call and Care Service Centre. Centre staff will offer suitable assistance.



「隨身寶®」服務

Mobile Link Service

專為年邁長者及有需要人士而設的戶外支援及關懷服務, 除「一掣式」機件一經按動即可接駁至協會外, 另設距離感應器, 防止長者走失。

An outdoor support service which is comprised of call and care service offered by SCHSA, and mobile service by telecommunication partners. Whenever the emergency button is activated on the main device, a call to SCHSA Call and Care Centre will be initiated, and SCHSA staff will offer appropriate assistance. A designated distance sensor will release an alert tone when the distance between the main device and the sensor exceeds a preset threshold.



「平安手機®」服務

Safety Phone Service

專為活躍好動的銀齡人士而設的流動電話及關懷服務, 讓他們無論何時何地, 均可聯繫親友或聯絡協會, 享受安心多彩的生活。

An outdoor support service which is comprised of call and care service offered by SCHSA, and mobile service by telecommunication partners. Whenever service users activate the emergency button at the back of the Safety Phone device, a call to SCHSA Call and Care Centre will be initiated and centre staff will offer appropriate assistance.

In 1996, Senior Citizen Home Safety Association (SCHSA) was founded by Ir. Albert J. Cheng, GBS, P. Eng., FHKIE, JP and Dr. C.K. Law, GBS, JP and a group of passionate individuals, in response to a prolonged cold spell during which more than one hundred elderly living alone were found dead. The Association is a self-financing social enterprise and charitable organization in Hong Kong that offers 24-hour personal caring and emergency assistance services to the elderly and others in need through our core service, Personal Emergency Link, with the mission to enhance the living quality of the elderly in the community through the use of technology and people-oriented services.

SCHSA is a believer in technology, leveraging ICT advancements to establish efficient, cost-effective service platform that provides territory-wide service to our users. In recent years, SCHSA has developed a series of Call and Care Service - including the award-winning Mobile Link Service, Safety Phone Service, e-Care Link Service, eSmartHealth Service, as our continuous effort to enhance the living quality of the elderly in the community, extending the specialized SCHSA Call and Care support from indoor to outdoor environment.

As an important milestone of SCHSA's advocacy to change the negative perception of old age amongst the younger generations, Asia's first interactive experience centre with the theme of "life journey" was established in late 2013. Since its opening, Life Journey Centre has received thousands of local and overseas visitors from schools and universities, NGOs, and government bodies. SCHSA also launched two new community engagement programmes, Life Book Personalized Printing Service and "A Message for My Beloved" Recording Service. Through the community engagement platform, we aim to connect the young and old, to create an elderly-friendly society in a new perspective.

The Association solicits sponsorships, donations from the general public and operation surplus to support the provision of life-long free Personal Emergency Link and Mobile Link services to the elderly who are in financial difficulties and others in need.

The contribution of SCHSA has been recognized locally and worldwide. Key awards won by SCHSA include United Nation's World Summit Award Mobile 2010: m-Inclusion & Empowerment, Grand Prize of The Digital Opportunity Award, 2010 WITSA Global ICT Excellence Awards, 2009 Regional Social Enterprise Award and 2005 Asia Pacific NGO Award. In 2014, SCHSA Call and Care Service was amongst the first twenty social enterprises in Hong Kong to be accredited with the 1st Social Enterprise Endorsement (SEE) Mark.

管家易服務 EasyHome Service



致力為銀齡人士提供各項優質家居照顧服務, 切合他們不同需要。服務包括居家安老策劃、離院特別照顧、長者家居照顧、長者家居復康訓練及家居支援服務。

Provides high quality, reliable and comprehensive home care services for the silver-aged group and their families. The services include integrated discharge support, home care planning, recovery training at home, household supporting and caring services.

愛民中心服務項目 Service Programmes at SCHSA Oi Man Centre



賽馬會「生命·歷情」體驗館 Jockey Club Life Journey Centre

全亞洲首創, 透過 60 分鐘的互動歷程, 引發年輕一代重新思索何謂「年青」、「年老」, 學懂珍惜身邊的人和事, 積極面對人生。

Asia's first interactive experience for participants to have reflection on the concept of "Young" and "Old", when all of us are going through the same life journey, leading to have positive views on life and ageing.



「長者生命故事」個人化印書服務 Life Book - Personalized Printing Service for Seniors

平凡人也可有不平凡經歷, 香港代代長者的人生故事絕對值得珍惜、流傳。「長者生命故事」服務, 讓長者的人生經驗、生活智慧和時代見證, 永誌留存, 成為下一代永久的珍藏。

Every Elderly has a unique life story to tell and wisdom to share. Every story is a part of Hong Kong's history. "Life Book" service enables elders to record their life experience and wisdom. Their stories allow us witness the changing history. Their stories. Our treasure.



「愛·留聲」心聲輯錄服務 A Message for My Beloved - Recording Service

配備錄音及混音器材, 讓您在舒適放鬆的環境下, 盡情將心聲錄下, 配上背景襯托音樂後, 收錄於「愛·留聲」儲存器內, 連同心意卡一併送給摯愛, 成為永遠的珍藏。

Record your message for your beloved in a relaxing studio with professional equipment. Together with background music, your message will be stored in a tailor-made USB with wrapping. Send together with a greeting card, it will be a unique and precious gift to your beloved.

年度重要紀事

Annual Timeline



2014年9月 — 「銀齡製作室」成立
September 2014 - "Silver Age Studio" was formed



2015年1月 — 新一代「隨身寶®」服務推出
January 2015 - The launch of New Generation Mobile Link Service



2015年1月 — 十八周年慈善籌款晚宴
January 2015 - 18th Anniversary Charity Dinner



2014年11月 — 「平安鐘®」服務支援少數族裔長者
November 2014 - Personal Emergency Link Service extends care to ethnic minorities



2015年1月 — "Technologies for Smart Ageing City" 研討會及展覽會
January 2015 - "Technologies for Smart Ageing City" Seminar cum Exhibition



2015年5月 — 2014年度社區參與嘉許典禮
May 2015 - Community Engagement Awards Ceremony 2014



2015年4月 — 「生命·歷情」體驗館奪香港資訊及通訊科技獎
April 2015 - Life Journey Centre won Hong Kong ICT Awards



2015年6月 — 與香港撒瑪利亞防止自殺會簽署合作備忘錄
June 2015 - Signing Memorandum of Co-operation with The Samaritan Befrienders Hong Kong

服務數字

2014 年 9 月至 2015 年 8 月數字

Service Statistics Figures from September 2014 to August 2015

約 **10,000** 名 Persons

現有慈善計劃受惠者
Current Charitable Programmes
Beneficiaries

創會以來累積數字：23,461 名 Persons
Since 1996

51,209 小時 Hours

義工服務
Total service hours contributed
by SCHSA volunteers

304,445 次 Times

電話慰問
Caring Calls to the Service Users

創會以來累積數字：7,485,259 次 Times
Since 1996

7,794 人次 Persons

「生命·歷情」體驗館參觀人數
Experienced at Life Journey Centre

自 2013 年 9 月開館以來累積數字：12,954
Since Establishment in September 2013

41,394 次 Times

按動「平安服務*」後送院
Emergency Assistance
Requested by Call and Care
Service users

創會以來累積數字：442,894 次 Times
Since 1996

1,093 次 Times

協助尋找懷疑失蹤累積個案
(自 2013 年 9 月起)

Total Cases of Looking for Suspected
Missing Persons
(Since September 2013)

633,451 次 Times

按動「平安服務*」尋求支援或
關懷服務

Service Requests from Call and Care Service*
創會以來累積數字：8,040,281 次 Times
Since 1996

*「平安服務」包括長者安居協會提供的「平安鐘[®]」、「平安手機[®]」、「隨身寶[®]」及「智平安[®]」服務。
SCHSA Call and Care Service include Personal Emergency Link Service, Safety Phone Service, Mobile Link Service and e-Care Link Service.

主席感言

Message from the Chairman



長者安居協會自 2013 年遷入位於愛民邨的總部，除了繼續為長者及有需要人士提供高質素的呼援及關懷服務外，多個創新的社區參與項目也漸見成效。在事事講求速度與效率的香港，要營運講求深耕細作的社會企業取得成功，難度不言而喻。我在此感謝協會所有同事及義工的貢獻。

協會自創會開始一直以「企業養福利」的自負盈虧方式達致社會目的。多年來縱使服務成本不斷上漲，仍盡力維持「平安鐘[®]」每月港幣一百元的服務費，近數年更需依靠其它服務收入來補貼「平安鐘」服務的開支。堅持了十八年，協會已不能再獨力負擔連年上升的通漲及各種營運開支的升幅。經過多番思量，協會於本年度作出了首次「平安鐘」服務月費調整的艱難決定。我們希望大眾明白，調整收費是為了保持服務質素及服務發展的可持續性；而公眾透過「良心消費」使用平安服務之餘，同時亦令貧病無依長者得享免費服務，人人平安，一舉兩得。

要實現「長者安居於社區」的願景殊不容易，協會除了努力維持社企營運，公眾捐款亦是支持協會慈善工作不可或缺的一大支柱，而公眾人士所捐的一分一毫，皆不會扣除任何行政費用，全數用作資助長者及有需要人士免費使用協會「平安服務」。香港作為「慈善之都」，公眾為善不甘後人；本年度協會來自公眾的捐款按年增加近兩成，反映協會的事工獲得大眾認同及支持。我衷心希望社會各界繼續透過捐款及義務工作支持協會的慈善計劃，將「平安文化」推而廣之，讓基層長者及有需要人士得以繼續於社區安享平安自主的生活。

展望新一年，協會將與各界夥伴更緊密合作，研發及開展以人為本及善用創新科技的服務，攜手締造香港成為領先全球的智慧銀齡城市，令代代香港長者於社區樂安居。

長者安居協會
董事會主席
鄭經翰先生, GBS, P. Eng., FHKIE, JP
二零一六年四月

Since moving its headquarters to Oi Man Estate in 2013, Senior Citizen Home Safety Association has launched a number of innovative community engagement programmes and have yielded good response while continuing its efforts in providing high-quality Call and Care Service for the elderly and needy. In Hong Kong where speed and efficiency are emphasised, it is not at all an easy task to maintain a self-financing social enterprise operations. I must thank all staffs and volunteers of SCHSA for their contributions.

Since founded, we have been committed to achieving social objectives through self-financing. Despite the rising service costs over the years, we have managed to maintain the monthly fee of HK\$100 for Personal Emergency Link Service. In more recent years, we even have to subsidize Personal Emergency Link Service with other sources of income. After 18 years of persistent effort, however, we can no longer afford to cope with the year-on-year increase in inflation and operating expenses on our own. It is through careful consideration that a tough decision was made this year to raise the monthly Personal Emergency Link Service fee for the very first time. We sincerely hope that the public will understand the aim of this fee adjustment is to maintain the quality of our service. While the public are using Personal Emergency Link Service through "ethical consumption", the needy can gain access to the service for free.

It has never been an easy task to achieve the vision of "Ageing in place with Peace of Mind". In addition to our efforts on keeping the social enterprise operation, public donation provides an indispensable pillar that supports our charity work. Each and every single dollar of public donations is used to fund the elderly and the needy to enjoy free access to our Call and Care Service. Hong Kong is a "city of charity". The general public is willing to spearhead good causes. Last year, our public contributions have increased by nearly 20% as compared to the previous year, reflecting the public recognition and support for our cause. I sincerely hope that people from all walks of life will continue to support our Charitable Programmes through donations and volunteer work and join us in promoting the notion of "peace of mind" throughout the territory, helping the elders and people in need, particularly those at the grass-roots levels, to enjoy community living with peace of mind.

Looking forward to the year ahead, we will work even more closely with partners to develop people-oriented services powered by innovative technologies, and join in the effort to build Hong Kong into a globally leading smart ageing city where senior citizens can live to their hearts' content in the community from generation to generation.

Ir. Albert J. Cheng, GBS, P.Eng., FHKIE, JP
Chairman, Board of Directors
Senior Citizen Home Safety Association
April 2016

行政總裁感言

Message from the Chief Executive Officer



由愛民中心啟用開始，協會和社區的接觸和協作開始變得更多樣化，更精彩。

這是源於一個決定 - 協會不再只是於電話線另一端「只聞其聲」的服務團隊。「平安鐘®」及其他平安服務是協會的核心，但是，我們有能力去為長者，為這個正在老齡化的城市去做更加多。

更平安，更快樂

有着 18 年服務社區長者的經驗，協會於支持「居家安老」及「積極樂頤年」的大前提下，希望長者能平安快樂地於社區安享晚年。協會團隊於本年度透過一系列創新的社區參與活動去開始建立價值：

- 「長者生命故事」讓長者／子女為長者重建自身的價值 - 一篇篇生命故事記載着長者人生中最珍貴的、最值得紀念的片段；有起落，有得失，累積的經驗、智慧、和對人生的反思，以屬於自己的一本生命故事書去流傳，確信此生不枉過。
- 「愛·留聲」心聲輯錄服務讓長者或子女向對方說出心底話，聲聲感謝聲聲愛，直入心扉
- 仍然有夢想之「銀齡製作室」 - 讓大眾見證一群 50-80 多歲的 Uncles aunts 首次拍攝微電影便橫掃香港微電影天馬獎，再獲香港電台邀請與專業攝製隊一同拍攝道路交通安全微電影。他們對生活的獨有觸覺，他們對追夢的衝勁和終身學習的熱誠，反映第三齡的精彩生活！
- 讓年輕人得以轉個角度睇長者的「生命·歷情」體驗館，60 分鐘的互動歷程令人反思何謂「年青」，何謂「年老」，明白年老不一定等如「病、慘、窮」，推動長幼共融。

協會希望連結長者及銀齡人士、連結年青人一起去更愛護長者的這一步，走出了。參與人數和獎項等固然是反映項目成效的指標，但真正令協會團隊不會忘懷的，是長者們臉上喜悅、滿足的笑容，和年輕人對愛護長者的感動。

長者安居協會
行政總裁
梁淑儀女士
二零一六年四月

SCHSA Jockey Club Oi Man Centre has become the heart and soul of our Call and Care Service for the senior citizens in Hong Kong. It is also a place where we advocate active ageing, and where we engage generations of people to learn and understand ageing from a different perspective, so as to build empathy and the sense of responsibility to care about old people. SCHSA is no longer the "invisible" caring team behind the phone line.

Peace of Mind and Happiness

Since our establishment in 1996, SCHSA supports the notion of "Ageing-In-Place". "Peace of mind" is the value that we deliver to the seniors and their care-givers. As Hong Kong has become an aged society, we also think that we ought to do more and contribute to building a smarter and happier community for our senior citizens. The advocacy of "Active Ageing" and cross-generation engagement is what we have started to work on during the year of 2014/15, through the launch of innovative community engagement programmes:

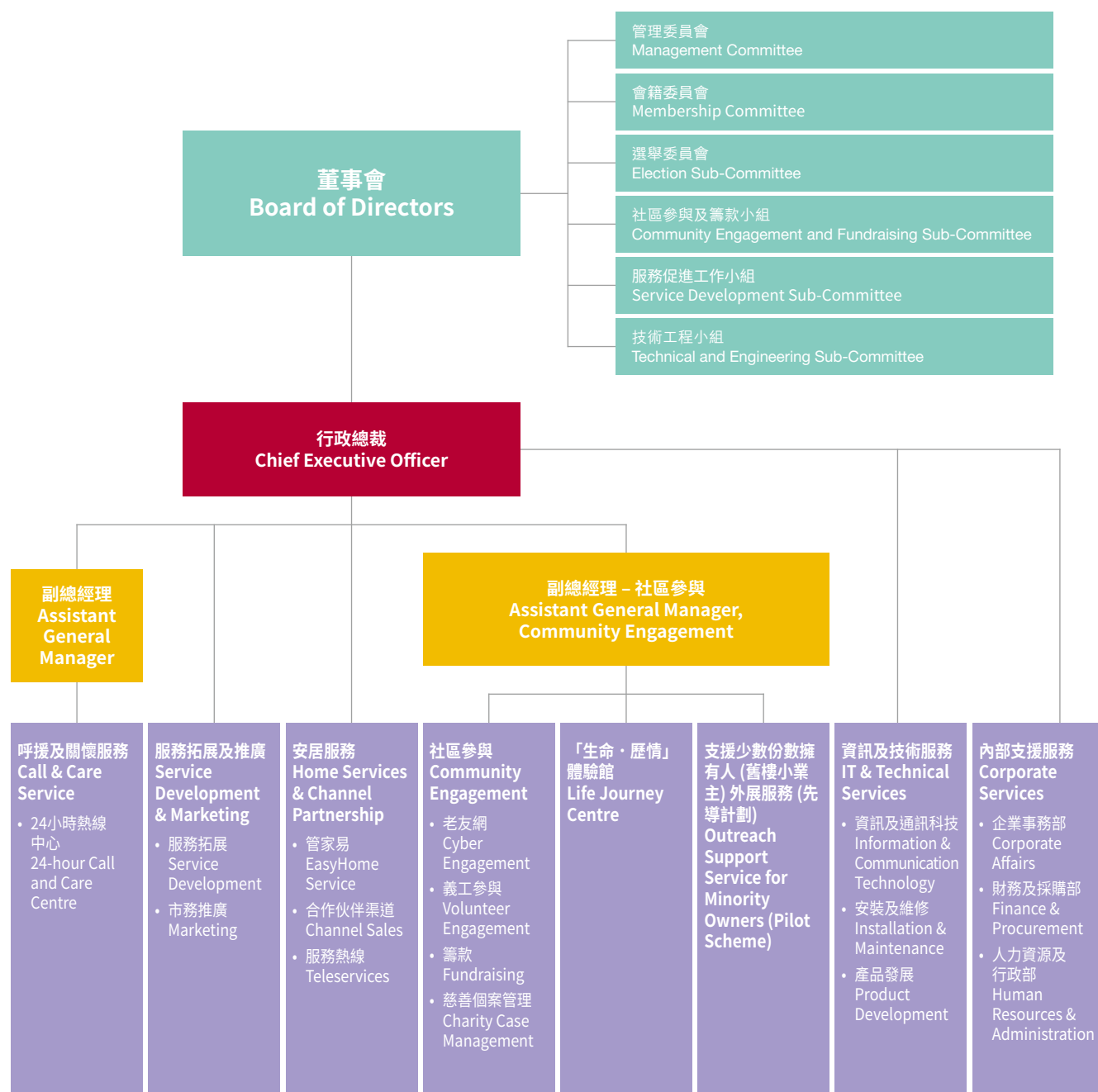
- Life Book - Personalized Printing Service for Seniors – every elder has a unique story to tell, and wisdom to share. Elders either join the workshop to create their own life book, or we match a young volunteer to write up the book for an elder. It is a unique way to commemorate the unforgettable moments of their lives. Each Life Book becomes a unique treasure of the senior and the family.
- A Message for My Beloved - Recording Service – the message from your heart is better to be heard than left unsaid. The elderly or their children can speak their minds and express thanks to their loved ones, and the message is recorded as a unique and precious gift.
- Silver Age Studio – it started as a "dream-come-true" exercise when a group of seniors, all being amateur, have shot and produced their very first micro-film. They wowed the public as they swept 3 out of the 4 major awards at Hong Kong Micro Film Tinma Awards, and were later invited by RTHK to work together with a professional film crew, actors and actresses in shooting a new micro-film that promotes road safety. Silver Age Studio was formed. Their persistent pursuit of dreams and passion for lifelong learning is a great demonstration of the amazing power of the Third Age!
- Life Journey Centre – through the 60-minute interactive life journey, young people are inspired to re-think of what "old" really means. The mission of Life Journey Centre is to bring a perception change of the negative stereotypes for being old, and to arrive at a positive, supportive attitude for our seniors.

We have taken the first step towards our commitment to promote intergenerational harmony and a happier ageing city. While one can always measure programme performance by Key Performance Indexes like number of participants, awards received, etc., what truly have made many of our days unforgettable are the smiles and hearty laughter of the seniors, and the touching moments when the young starting to realize that old people are not useless, and our seniors are indeed the ones who have made tremendous contributions to their families and our beautiful city.

Ms. Irene S. Y. Leung
Chief Executive Officer
Senior Citizen Home Safety Association
April 2016

協會架構

Organizational Chart



董事會及小組成員

Board of Directors and Committees

董事會 Board of Directors

更新至 2016 年 1 月 18 日 (As of 18 January 2016)

董事會 Board of Directors		
主席 Chairman	鄭經翰先生, GBS, P. Eng., FHKIE, JP	Ir. Albert J. Cheng, GBS, P. Eng., FHKIE, JP
副主席 Vice-Chairman	黃岳永先生 錢黃碧君女士	Mr. Erwin Steve Huang Mrs. Teresa B. K. Tsien
義務秘書 Honorary Secretary	郁德芬博士, BBS, JP	Dr. Alice T. F. Yuk, BBS, JP
義務司庫 Honorary Treasurer	羅致光博士, GBS, JP	Dr. C. K. Law, GBS, JP
董事 Directors	鄭子祐先生 張國柱議員 張惠君女士 鍾普洋先生, SBS, OBE, JP 黎定基先生 林旭華先生 梁國輝先生 羅 就先生 馬錦華先生, JP 聶揚聲先生	Mr. Thomas T. Y. Cheng The Hon. Mr. Peter K. C. Cheung Ms. W. K. Cheung Mr. P. Y. Chung, SBS, OBE, JP Mr. Stanislaus D. K. Lai Mr. Peter Y. W. Lam Mr. Tony K. F. Leung Mr. C. Lo Mr. Timothy K. W. Ma, JP Mr. Peter Y. S. Nip
列席 In-attendance		
行政總裁 Chief Executive Officer	梁淑儀女士	Ms. Irene S. Y. Leung
行政辦公室經理 Executive Manager	林 潔女士	Ms. Calvina K. Lam
行政秘書 Secretary	林慧雲女士	Ms. Wandy W. W. Lam

小組成員 Committees

更新至 2016 年 1 月 21 日 (As of 21 January 2016)

管理委員會 Management Committee

主席 Chairman	鄭經翰先生, GBS, P. Eng., FHKIE, JP	Ir. Albert J. Cheng, GBS, P. Eng., FHKIE, JP
委員 Members	黃岳永先生 羅致光博士, GBS, JP 聶揚聲先生 錢黃碧君女士 郁德芬博士, BBS, JP	Mr. Erwin Steve Huang Dr. C. K. Law, GBS, JP Mr. Peter Y. S. Nip Mrs. Teresa B. K. Tsien Dr. Alice T. F. Yuk, BBS, JP

會籍委員會 Membership Committee

主席 Chairman	鄭經翰先生, GBS, P. Eng., FHKIE, JP	Ir. Albert J. Cheng, GBS, P. Eng., FHKIE, JP
委員 Members	黃岳永先生 羅致光博士, GBS, JP 聶揚聲先生 錢黃碧君女士 郁德芬博士, BBS, JP	Mr. Erwin Steve Huang Dr. C. K. Law, GBS, JP Mr. Peter Y. S. Nip Mrs. Teresa B. K. Tsien Dr. Alice T. F. Yuk, BBS, JP

選舉委員會 Election Sub-Committee

主席 Chairman	羅致光博士, GBS, JP	Dr. C. K. Law, GBS, JP
委員 Members	張惠君女士 梁國輝先生	Ms. W. K. Cheung Mr. Tony K. F. Leung

社區參與及籌款小組 Community Engagement and Fundraising Sub-Committee

召集人 Convenor	張惠君女士	Ms. W. K. Cheung
委員 Members	陳柏泉先生 鄭經翰先生, GBS, P. Eng., FHKIE, JP 張國柱議員 葉松茂博士 計明華先生 黎定基先生 李繼雄先生 羅 就先生 吳冠強先生 聶揚聲先生 黃文泰先生	Mr. P. C. Chan Ir. Albert J. Cheng, GBS, P. Eng., FHKIE, JP The Hon. Peter K. C. Cheung Dr. Saimond Ip Mr. M. W. Kai Mr. Stanislaus D. K. Lai Mr. Kennedy K. H. Lee Mr. C. Lo Mr. Ricky K. K. Ng Mr. Peter Y. S. Nip Mr. James M. T. Wong
列席 In-attendance		
行政總裁 Chief Executive Officer	梁淑儀女士	Ms. Irene S. Y. Leung
副總經理 (社區參與) Assistant General Manager, Community Engagement	陳美寶女士 (秘書)	Ms. Mabel M. P. Chan (Secretary)

服務促進工作小組 Service Development Sub-Committee

召集人 Convenor	羅致光博士, GBS, JP	Dr. C. K. Law, GBS, JP
委員 Members	歐耀佳醫生 陳翠琼女士 周奕希先生, BBS, JP 蔡海偉先生 馮錫良先生 李翊駿教授 梁國輝先生 馬錦華先生, JP 謝偉鴻先生 錢黃碧君女士 黃文泰先生 王惠梅女士	Dr. Y. K. Au Ms. Liliane C. K. Chan Mr. Y. H. Chow, BBS, JP Mr. H. W. Chua Mr. Michael S. L. Fung Prof. J. J. Lee Mr. Tony K. F. Leung Mr. Timothy K. W. Ma, JP Mr. Henry W. H. Shie Mrs. Teresa B. K. Tsien Mr. James M. T. Wong Ms. Nancy W. M. Wong
列席 In-attendance		
行政總裁 Chief Executive Officer	梁淑儀女士	Ms. Irene S. Y. Leung
呼援及關懷服務高級經理 Senior Manager, Call & Care Service	陳嘉茵女士 (秘書)	Ms. Fanny K. Y. Chan (Secretary)
服務拓展及推廣高級經理 Senior Manager, Service Development and Marketing	劉麗君女士	Ms. Quinny L. K. Lau

技術工程小組 Technical and Engineering Sub-Committee

召集人 Convenor	黃岳永先生	Mr. Erwin Steve Huang
委員 Members	鄭子祐先生 曹炳豪先生 范健文先生 范思樂女士 馮錫良先生 葉希盛先生 黎定基先生 李錦鴻先生 莫乃光議員	Mr. Thomas T. Y. Cheng Mr. P. H. Cho Mr. Eric K. M. Fan Ms. Phoebe S. L. Fan Mr. Michael S. L. Fung Mr. David H. S. Ip Mr. Stanislaus D. K. Lai Mr. Edward K. H. Lee The Hon. Charles Peter Mok
列席 In-attendance		
行政總裁 Chief Executive Officer	梁淑儀女士	Ms. Irene S. Y. Leung
資訊及技術服務高級經理 Senior Manager, IT & Technical Services	梁少飭先生 (秘書)	Mr. Eric S. F. Leung (Secretary)
安裝及維修經理 Manager, Installation & Maintenance	簡家麟先生	Mr. Alan K. L. Kan
產品發展經理 Manager, Product Development	張耀明先生	Mr. Andy Y. M. Cheung

協會及服務獎項 Awards



長者安居協會 Senior Citizen Home Safety Association

- 2014 卓越企業品牌選舉 - 香港社會企業品牌評審團大獎
- 2014 社企認證 (創越級組別)
- 2014 世界綠色組織「綠色辦公室獎勵計劃」認證
- 2014/15 年度 International Property Awards
 - 香港區最佳辦公室設計大獎
 - 五星級辦公室設計大獎
- 2013/14 年度家庭友善僱主
- 第四屆香港傑出企業公民獎 - 社會企業組別銀獎
- 2013 我最喜愛的五大社企
- 2010 神秘顧客測試金獎
- 2009 年度社會企業獎 (東及東南亞區)
- 2005 年亞太區最佳非政府機構
- 2003 至 2005 年度傑出伙伴合作計劃獎
- 2014 Prestigious Corporate Brand Awards - Judging Panel Award (Social Enterprise)
- 2014 The 1st Social Enterprise Endorsement Mark (Advanced Category)
- 2014 Green Office Labelling Scheme Award
- 2014/15 International Property Awards
 - Best Office Interior, Hong Kong Region
 - Five Star Awards, Office Interior Design Category, Hong Kong
- 2013/14 Family Friendly Employers Award
- The 4th Hong Kong Outstanding Corporate Citizenship Awards - Silver Award (Social Enterprise Category)
- 2013 Top Five Favourite Social Enterprises
- 2010 Gold Award of Mystery Call Assessment Award
- 2009 Regional Social Enterprise Award
- 2005 Asia Pacific NGO Award
- Outstanding Partnership Project Award (2003 to 2005)

平安服務 Call and Care Service

- 2015 香港資訊及通訊科技獎
 - 最佳流動應用程式獎 (消費及時尚生活方案) - 優異證書
- 2014 香港客戶中心協會年獎金獎
 - Best Social Enterprise Contact Centre
 - Best Contact Centre in Technology Application
- 2011 傑出社會企業獎
- 2010 聯合國世界信息峰會移動大獎 - 移動共融與授權組別
- 2010 年環球資訊及通訊科技卓越成就獎 - 數碼機會大獎
- 2009 年亞太區資訊科技大獎
 - 數碼共融及數碼社區組別
- 2009 世界信息峰會大獎中國賽區選拔賽 - 最佳電子共融與參與項目
- 2008 年香港資訊及通訊科技獎
 - 最佳無間斷網絡大獎
 - 最佳無間斷網絡 (流動及應用方案) 金獎
 - 最佳無間斷網絡 (流動資訊娛樂) 銀獎
 - 最佳生活時尚 (和諧社會) 銀獎
- The Hong Kong ICT Awards 2015
 - Best Mobile Apps (Consumer & Lifestyle) Certificate of Merit
- 2014 Hong Kong Call Centre Association Award Gold Award
 - Best Social Enterprise Contact Centre
 - Best Contact Centre in Technology Application
- Outstanding Social Enterprise Award 2011
- Winner of the World Summit Award m-Inclusion & Empowerment 2010
- Grand Prize of the Digital Opportunity Award in the WITSA's Global ICT Excellence Awards 2010
- The Asia Pacific ICT Alliance Awards 2009
 - Winner of e-Inclusion and e-Community
- World Summit Award - National Contest China 2009
 - Best e-Inclusion & Participation
- The Hong Kong ICT Awards 2008
 - Best Ubiquitous Networking Grand Award
 - Best Ubiquitous Networking (Mobile Enterprise Solution) Gold Award
 - Best Ubiquitous Networking (mobile Infotainment Application) Silver Award
 - Best Lifestyle (Social Life & Community) Silver Award



「生命·歷情」體驗館 Life Journey Centre

- 2015 香港資訊及通訊科技獎
 - 最佳數碼共融 - 銅獎
 - 最佳數碼共融 - 最創新服務特別獎
- 2015 社聯卓越實踐在社福
 - 十大卓越服務
- 成功設計大獎
 - 成功設計獎 (空間類別)
- The Hong Kong ICT Awards 2015
 - Best Digital Inclusion, Bronze Award
 - Best Digital Inclusion, Special Award for Most Innovative Service
- 2015 HKCSS Best Practice Awards in Social Service
- Successful Design Award
 - Space Category

管理團隊

The Management



1. 袁慧明女士 經理 - 「生命·歷程」體驗館
Ms. Debby W. M. Yuen, Manager, Life Journey Centre
2. 袁佩儀女士 企業事務高級經理
Ms. Esther P. Y. Yuen, Senior Manager, Corporate Affairs
3. 梁潔如女士 人力資源及行政高級經理
Ms. Kittee K. Y. Leung, Senior Manager, Human Resources and Administration
4. 鄺宇洋先生 項目經理 - 支援少數份數擁有人 (舊樓小業主) 外展服務 (先導計劃)
Mr. Vincent Y. Y. Kwong, Project Manager, Outreach Support Service for Minority Owners (Pilot Scheme)
5. 楊愛儀女士 副總經理
Ms. Cindy O. Y. Yeung, Assistant General Manager
6. 簡家麟先生 安裝及維修部經理
Mr. Alan K. L. Kan, Manager, Installation & Maintenance
7. 陳美寶女士 副總經理 (社區參與)
Ms. Mabel M. P. Chan, Assistant General Manager (Community Engagement)
8. 梁淑儀女士 行政總裁
Ms. Irene S. Y. Leung, Chief Executive Officer
9. 梁少飭先生 資訊及技術服務高級經理
Mr. Eric S. F. Leung, Senior Manager, IT and Technical Services
10. 林潔女士 行政辦公室經理
Ms. Calvina K. Lam, Executive Manager
11. 陳志文先生 安居服務推廣高級經理
Mr. Timothy C. M. Chan, Senior Manager, Home Services & Channel Partnership
12. 梁少芬女士 財務及採購高級經理
Ms. Conny S. F. Leung, Senior Manager, Finance & Procurement
13. 劉麗君女士 服務拓展及推廣高級經理
Ms. Quinny L.K. Lau, Senior Manager, Service Development & Marketing
14. 陳嘉茵女士 呼援及關懷服務高級經理
Ms. Fanny K. Y. Chan, Senior Manager, Call and Care Service



發展新里程
Milestones

「銀齡製作室」成立

Foundation of the "Silver Age Studio"



一群充滿活力的長者拍攝微電影《再建冰室》，促使銀齡製作室的成立。
A group of energetic elders shoot the micro-film titled "Reconstructing the Old-style Café", an undertaking that leads to the establishment of the Silver Age Studio.

追夢永不說遲

Never too Late to Pursue Your Dreams

協會老友網於本年度作出新嘗試，組織一群平均年齡達 70 歲的長者自編自導自演，製作微電影《再建冰室》。《再》一鳴驚人，獲得多項微電影大獎，並促成「銀齡製作室」於 2014 年 9 月正式誕生，一起追尋拍攝夢想。

銀齡製作室成立以來，長者成員除了自發拍攝不同種類的影片及進行後期製作外，更獲香港電台第五台邀請協助拍攝《全因為愛》微電影，推廣長者道路安全訊息。此外，製作室其後更獲港澳台灣慈善基金會支持，參與「台灣不老夢想香港傳承計劃」，學習拍攝及剪接技巧，並於 2015 年 10 月負笈台灣拍攝及記錄新一屆「不老騎士」活動的盛況，希望從第三齡角度見證台灣長者實踐騎單車環島遊台灣的夢想，同時也增進台港兩地不老夢想交流。

Through Cyber Engagement, SCHSA embarked on a new journey during the year by organising a group of elders with an average age of 70 to produce a micro-film titled "Reconstructing the Old-style Café". Self-scripted, directed and acted by the group of elders, it won multiple micro-film awards, taking many by surprise with its impressive performance. In addition, the movie also led to the official establishment of the "Silver Age Studio" in September 2014, creating a platform for seniors to pursue the dream of making movies together.

Since its inception, not only have senior members of the Silver Age Studio voluntarily shot and produced films of many different genres, they have even been invited by RTHK Radio 5 to help shoot a micro-film titled "All for Love", promoting about elderly road safety. In addition, with the support of the HK & Macau Taiwanese Charity Fund, studio members also joined the "Dreams Come True - Hong Kong Plan", through which they learned about photography and film editing techniques. Furthermore, with hopes to bear witness to how elders in Taiwan make their dream of cycling around Taiwan come true from the perspective of third agers, studio members visit Taiwan in October 2015 to shoot and record the latest "Go Grandriders" event, allowing the shared ageless dream to create a stronger bond between Taiwan and Hong Kong.



1. 銀齡製作室成員協助香港電台第五台拍攝《全因為愛》微電影。
Members of the Silver Age Studio join the production of RTHK Radio 5 micro-film-- "All for Love".
2. 銀齡製作室隊員接受有關拍攝技巧之訓練。
Members of the Silver Age Studio receive training on photography techniques.

「平安鐘®」服務支援少數族裔長者

Personal Emergency Link Service Extends Care to Ethnic Minorities



協會聘請及訓練少數族裔呼援服務員，為本港少數族裔長者提供 24 小時呼援及關懷服務。
SCHSA employs and trains Call and Care Operators from ethnic minority groups, providing ethnic minority elders living in Hong Kong with 24-hour Call and Care Service.

平安無界限

Peace of Mind Triumphs over Boundary

隨著香港社會老齡化，居港少數族裔老齡人口亦有所增加，醫療及緊急服務對較年長的一群少數族裔尤其重要。協會於本年度將「平安鐘®」服務擴展至支援本地少數族裔長者，建立無種族界限的「平安文化」。

由於不少少數族裔長者礙於語言障礙或生活習慣，就算是身體健康，亦被迫留在家中未能享受社區資源。若遇上緊急事故，語言障礙亦會令少數族裔長者於尋求緊急或醫療支援增添困難。因此，早於 2013 年協會已開始籌備「平安鐘」服務升級，聘請及訓練少數族裔的呼援及關懷服務員，令少數族裔長者可獲得 24 小時緊急或其他非緊急支援，包括召喚救護車、查詢生活資訊或預約門診等，令少數族裔人士亦可以居家安老。

「平安鐘」少數族裔長者服務支援印地語、烏都語、旁遮普語及孟加拉語，未來協會亦希望能聘請更多少數族裔人士，令服務能擴展至更多族裔。

As Hong Kong becomes an ageing society, the number of ethnic minority elders, is growing as well and their demand for medical and emergency services are particularly important. During the year, SCHSA extended its Personal Emergency Link Service to cover ethnic minority elders living in Hong Kong and created a boundless "Love & Care" culture.

Due to language barriers or different habits, many healthy ethnic minority elders are forced to stay home and are therefore unable to enjoy community resources. In case of an emergency, language barriers also create more difficulties for these elders when seeking emergency or medical assistance. In light of the above, SCHSA began to upgrade its Personal Emergency Link Service in 2013. By employing and training staff from ethnic minority groups to offer Call and Care Service, SCHSA has enabled ethnic minority elders to gain access to 24-hour emergency or non-emergency assistance, including calling ambulances, referrals to daily life information and making appointments to outpatient clinics, so that they can to enjoy a quality life at home as well.

Personal Emergency Link Service for ethnic minority elders is currently available in Hindi, Urdu, Punjabi and Bengali. The SCHSA also plans to employ more ethnic minorities in the future, with a view to further extending the service to more ethnic groups.



少數族裔「平安鐘」服務使用者家人 Dolly (左下) 於記者會上分享使用「平安鐘」服務協助照顧患病家人的經驗。

Dolly (bottom left), a family member of a Personal Emergency Link user from an ethnic minority group, shared her experience of using the service to take care of her sick family member at a press conference.

新一代「隨身寶[®]」服務推出

The Launch of New Generation Mobile Link Service

新增功能 助家人照顧長者

New Feature to Help Take Care of Elders

香港人口持續老化，衛生署的數字指出每十名 70 歲或以上的長者，當中便有一名患上認知障礙症，協會十分關注患者於社區的生活狀況。協會的呼援服務熱線中心每兩天就需要處理一宗長者走失的個案；而長者走失的時間愈長，面對的風險則愈高，照顧者及家人皆極度擔心。

有見及此，協會於本年度將「隨身寶[®]」服務功能提升，新一代主機可配備「距離感應器」，當主機與感應器分開達 10 至 15 米或以上，感應器會發出響鬧及閃燈提示，提示照顧者盡快尋找服務使用者，以減低患者走失的風險，加強照顧者與認知障礙症患者的聯繫，亦有助減輕照顧者的身心負擔。

The Hong Kong society is still coping with its ageing population. According to statistics published by the Department of Health, one in ten elders aged 70 or above suffers from Alzheimer's disease. SCHSA is greatly concerned about the living conditions of patients at a community level. The SCHSA Call and Care Service Centre handles one case of a missing elder in every two days. The longer an elder goes missing, the greater the risks he/she will have to face; and this often causes their caregivers and families extreme anxieties.

In light of this, we upgraded the Mobile Link Service with a new feature during the year. The new generation main unit is now equipped with a "distance sensor" that will alarm and blink when separated from the controller for a distance of 10 metres or greater, reminding the caregiver to look for the service user as soon as possible, thereby reducing the risk of losing track of the patient. In addition to reinforcing the connection between caregivers and patients with Alzheimer's disease, this feature also helps caregivers alleviate their physical and mental stress.



協會召開記者會發布有關新一代的「隨身寶[®]」服務細節，行政總裁梁淑儀女士（右二）與香港認知障礙症協會總幹事李雅儀女士（右一）亦於會上聯合發布有關認知障礙症患者照顧者之調查結果。

SCHSA hosted a press conference to release details of the new generation Mobile Link Service. At the conference, Ms. Irene Leung, Chief Executive Officer of SCHSA (second from right) and Ms. Maggie Lee, Executive Director of the Hong Kong Alzheimer's Disease Association (first from right) jointly release survey results about caregivers of patients with Alzheimer's disease.



「隨身寶[®]」主機
"Mobile Link" controller

「隨身寶[®]」距離感應器
Distance sensor of "Mobile Link"

無線充電器
Wireless Charger



為了令公眾人士更了解新一代「隨身寶[®]」服務特點，協會拍攝宣傳片並於多個媒體上發放。SCHSA made a promotional video for multimedia broadcast to help the public understand the features of the new generation Mobile Link Service.

十八周年慈善籌款晚宴

18th Anniversary Charity Dinner

為銀髮加冕

The Night of Sparkling Silver

協會首次以慈善晚宴形式舉辦籌款活動，於 2015 年 1 月 26 日假香港灣仔會議展覽中心會議廳舉辦「十八周年慈善籌款晚宴」，並邀得香港特別行政區政府財政司司長曾俊華先生，GBM, JP 擔任主禮嘉賓，收益全數撥作「平安鐘[®]」或「隨身寶[®]」慈善計劃，讓貧病無依的長者及有需要人士終身免費使用 24 小時呼援及關懷服務。

SCHSA held the 18th Anniversary Charity Dinner at Convention Hall of the Hong Kong Convention and Exhibition Centre on 26 January 2015. The first fundraising activity in the form of a charity banquet ever organised by the Association, the event was hosted by Mr. John Tsang Chun-wah, GBM, JP, Financial Secretary of the Hong Kong Special Administrative Region. All proceeds raised have been allocated to support Charitable Programmes under the Personal Emergency Link Service or Mobile Link Service, providing the elderly living alone in poverty and those in need with life-long free access to the Association's 24-hour Call and Care Service.



財政司司長曾俊華先生，GBM, JP 偕同藝人羅蘭女士步入會場；羅蘭女士戴上后冠及錦袍，象徵銀髮是榮耀的冠冕。

Mr. John Tsang Chun-wah, GBM, JP, Financial Secretary of the Hong Kong Special Administrative Region, entered the venue with celebrity Ms. Law Lan. Wearing robes and a tiara, Ms. Law Lan showed her silver hair as the crown of glory.



1. 財政司司長曾俊華先生，GBM, JP 擔任慈善晚宴的主禮嘉賓，與協會董事會成員等人一同上台進行祝酒儀式。
Mr. John Tsang Chun-wah, GBM, JP, Financial Secretary of the Hong Kong Special Administrative Region, hosted the charity banquet and toasts with board members of SCHSA on stage.
2. 多位嘉賓慷慨解囊，捐出多個收藏物品於晚會上拍賣，使善款數字不斷攀升。
Honourable guests made generous donations by offering personal collections for auction at the banquet, bringing the funds raised higher and higher.

"Technologies for Smart Ageing City" 研討會及展覽會

"Technologies for Smart Ageing City" Seminar cum Exhibition



1



2

1. 來自日本、新加坡及本地的講者於研討會上，分享在各個專業範疇如何建構智慧銀齡城市的理念。
Speakers from Japan, Singapore and Hong Kong shared ideas from different professions on building a smart ageing city.
2. 日本東北大學智齡國際共同研究中心總監川島隆太博士，於會上分享透過視聽遊戲娛樂刺激腦部活動，從而推動長者積極面對老年生活。
Dr. Ryuta Kawashima, director of Japan Tohoku University's Smart Ageing International Research Centre, shared information about stimulating brain activities through audio-video entertainment to encourage the elderly to face ageing with a positive attitude.

匯聚智慧 多角度探討銀髮市場新趨勢

Exploring the Elder-care Market Trends from Multiple Perspectives

協會在多個友好合作夥伴的全力支持下，於2015年1月假灣仔會議展覽中心首次舉辦名為「Technologies for Smart Ageing City」研討會及展覽會，匯集商界、學界及社會服務界別的智慧，探討亞太區銀髮市場發展的新趨勢，為本港蛻變成智慧銀齡城市作好準備。

研討會雲集來自海外及本地著名講者，向與會者分享建構智慧銀齡城市的看法與相關經驗，講解他們對第三齡自主享受精彩生活的獨到見解。於研討會場外，協會亦同時舉辦智慧銀齡設計展覽，展示由不同界別所研發的超過20個智慧銀齡城市實驗方案，涵蓋城市設計、室內設計、生活創新科技及數碼共融等範疇，讓公眾從新角度了解新型銀髮市場的需求，促進跨界別合作。

協會希望是次的研討會及展覽，能讓熱心發展銀髮市場的專業人士，在同一平台上就科技應用和創新設計作討論及交流經驗，共同建構香港成為一個智慧型銀齡城市。

Under the full support of partners, SCHSA held the first "Technologies for Smart Ageing City" Seminar cum Exhibition at the Hong Kong Convention Centre in January 2015. The event welcomed business talents, academics and practitioners in the social services sector who shared their wisdom with the audience through the exploration of the latest trends of the silver hair market development in the Asia Pacific region, preparing for Hong Kong's transformation into a smart ageing city.

The seminar appealed to many celebrated speakers from home and abroad. In addition to sharing their views and experience of building a smart ageing city with the audience, these speakers also explained their unique insights into the phenomenon where third agers take the initiative to enjoy a wonderful life. Stepping out of the hosting venue of the seminar, we also organised an exhibition of smart ageing designs, showcasing more than 20 experimental projects for a smart ageing city from different industries. Covering a wide range of areas, such as urban planning, indoors design, innovative technologies for communities and digital inclusion, these plans allowed the public to see the needs of the new silver hair market from a new perspective while promoting cross-sector collaboration.

By hosting the seminar cum exhibition, we aimed to enable discussion among professionals who are passionate about tapping into the silver hair market and to foster exchange of ideas on the application of technologies and innovative designs, so that together they can help make Hong Kong a smart ageing city.



於研討會場外舉辦的智慧銀齡設計展覽，展示超過20項由多個界別所研發的智慧銀齡城市實驗方案，讓公眾了解新型銀髮市場的需求，促進跨界別合作。
Outside the venue of the seminar, we hosted an exhibition featuring smart ageing designs that showcased more than 20 experimental projects for a smart ageing city from different industries, allowing the public to understand the needs of the new elder-care market while promoting cross-sector collaboration.

「生命·歷情」體驗館 奪香港資訊及通訊科技獎

Life Journey Centre Wins the Hong Kong ICT Awards



香港資訊及通訊科技獎評審會認為，協會「生命·歷情」體驗館為創新及有意義的項目，有助為年老樹立正面形象。
According to the Panel of Judges of the ICT Awards, Life Journey Centre delivers a highly innovative and meaningful service, re-creating a positive image for the "Aged".



創新服務獲社會肯定

Innovative Services Gaining Wide Recognition

協會於 2013 年 9 月開設全亞洲首創的賽馬會「生命·歷情」體驗館，透過遊戲及互動體驗，帶領年輕人反思「年老」、「時間」等觀念，從而帶出尊重長者的訊息。體驗館成立以來，已接待近 13,000 名來自學界、社會福利界的參加者。

於本年度，體驗館的工作獲得社會肯定。「生命·歷情」體驗館榮獲 2015 年香港資訊及通訊科技獎：最佳數碼共融銅獎及最創新服務特別獎。獎項的評審會認為，體驗館是一個非常創新、有意義的服務項目，讓參加者藉此反思生命，並為不同年齡的人士提供了寶貴的機會，讓他們能夠經歷短暫但發人深省的人生旅程。同時，體驗館亦為「年老」重新樹立正面形象，並帶出社會共融的訊息。

SCHSA set up the Jockey Club Life Journey Centre in September 2013, the first of its kind in Asia. Through games and interactive experience, the Centre guides the youth to reflect on concepts such as "ageing" and "time", thereby conveying the message about respecting the elderly. Since its debut, the Centre has received around 13,000 participants from academia and the social welfare sector.

During the year, works of the Centre received wide recognition from the public. The Life Journey Centre won two Hong Kong ICT Awards in 2015: namely the Bronze Award for Best Digital Inclusion and the Special Award for Most Innovative Service in Best Digital Inclusion. According to the panel of judges, the Centre delivers a highly innovative and meaningful service; it encourages participants to take the opportunity to reflect on life while creating an invaluable opportunity for people from different age groups to experience a short yet thought-inspiring journey of life. In addition, the Centre also re-creates a positive image for the "aged", all the while conveying the message about social integration.



體驗館以創新的互動電腦遊戲及設計，讓年輕人在短短 60 分鐘內經歷模擬人生旅程。
Enabled by its innovative and interactive computer games and designs, the Centre allows the youth to experience a 60-minute simulated journey of life.

2014 年度社區參與嘉許典禮

Community Engagement Awards Ceremony 2014



約 500 位個人及企業義工於社區參與嘉許典禮聚首一堂。
Approximately 500 individual and company volunteers gathered together at the Community Engagement Awards Ceremony.

銘謝各界無私貢獻

Grateful for the Selfless Contribution Made by the Public

為感謝及表揚來自不同界別的協會義工及合作夥伴，協會於香港會議展覽中心舉行「2014 年度社區參與嘉許典禮」，以表揚義工們及合作夥伴過往一年的積極參與及無私付出。本年度的嘉許禮榮獲勞工及福利局局長張建宗先生，GBS, JP 擔任主禮嘉賓並頒發多個獎項，嘉許超過 450 名商界、學界及社會各界善心人士。

同時，協會更首次設立「卓越夥伴獎」，以嘉許多年來與協會合作無間，同為傳送平安努力的政府機構、社福機構及企業。協會希望能繼續與各界攜手，為長者打造平安社區。

With an aim to appreciate and praise works performed by SCHSA volunteers from various sectors of the local community and our partners, SCHSA held the "Community Engagement Awards Ceremony 2014" at the Hong Kong Convention and Exhibition Centre in recognition of the active participation and selfless contribution made by SCHSA volunteers and partners throughout the past year. Mr. Matthew Cheung Kin-chung, GBS, JP, Secretary for Labour and Welfare, hosted this year's Awards Ceremony and presented a number of awards to more than 450 individuals from the corporate, academic and public sectors for their kind gestures.

Furthermore, SCHSA also set up the "Best Partner Award" and presented it to government bodies, social welfare institutions and enterprises that have been working closely with SCHSA throughout the years to support their initiatives to promote the notion of peace of mind in the community. SCHSA is committed to strengthening its collaborations with the public and building a safe community for our elders.



主禮嘉賓、勞工及福利局局長張建宗先生，GBS, JP 頒發予三位超級義工金獎得主 (2014 年內服務時數超過 400 小時)。

The host, Mr. Matthew Cheung Kin-chung, GBS, JP, Secretary for Labour and Welfare, presented awards to three volunteers who have won the Gold Award of Volunteer (offering over 400 hours of service during 2014).



協會星級義工、藝人馬浚偉先生於嘉許禮上與其他義工分享義務工作心得。

Mr. Steven Ma, an SCHSA celebrity volunteer, shared his work experience with other volunteers at the Awards Ceremony.

與香港撒瑪利亞防止自殺會簽署 合作備忘錄

Signing Memorandum of Co-operation with The Samaritan Befrienders Hong Kong



加緊預防悲劇發生

Taking Prompt Actions to Prevent Tragedies

一直以來，本港的長者自殺率一直高踞所有年齡層的首位。在過去十年，60歲以上人士自殺人數均佔總自殺人數三成以上，長者自殺問題絕對不容忽視。

協會平均每天均接獲約 2,000 個來自「平安服務」使用者的求助，除緊急支援以外，亦有包括尋求情緒支援的個案。有見及此，協會與香港撒瑪利亞防止自殺會於 2015 年 6 月簽署合作備忘錄，結合兩會的專業知識和經驗，共同應對香港老人自殺問題。防止自殺會同工為協會的前線呼援及關懷服務員及社工提供培訓，提升他們評估及應對老人自殺的能力；雙方並成立諮詢熱線，讓協會同事可向防止自殺會查詢處理自殺危機個案的技巧。協會則可轉介自殺危機個案予防止自殺會跟進；同時協會亦會為對方員工及義工提供培訓，讓他們了解香港長者的常見問題，加強與長者溝通的技巧。

協會希望，藉著兩會合作，彼此分享經驗及專業知識，能更有效地應對及預防長者自殺問題。

In Hong Kong, elders have always been reported the highest suicide rate among all age groups. During the past ten years, the number of suicides committed by people aged 60 or above has accounted for more than 30% of the total figure, which calls for immediate actions to tackle elderly suicide.

SCHSA receives an average of 2,000 calls for help from Call and Care Service users on a daily basis, requesting emergency assistance and seeking emotional support. In light of the above, SCHSA signed a Memorandum of Co-operation with The Samaritan Befrienders Hong Kong (SBHK) in June 2015, aiming at joining forces to combat the problem of elderly suicide by combining professional knowledge and experience of the two organisations. Training is provided by SBHK staff to SCHSA frontline staffs at the Call and Care Service Centre and social workers to enhance their abilities to assess and respond to elders with the inclination to suicide. Consultation hotlines is also be set up between the two parties, so that SCHSA staff can inquire its counterpart about the skills to handle cases of attempted suicides. SCHSA may also refer cases of attempted suicides to SBHK for follow-up. In addition, SCHSA provides training to SBHK staff and volunteers to help them understand common problems faced by elders in Hong Kong and enhance their skills to communicate with them.

Through the co-operation, we aim to find a more effective way to respond to and prevent suicides among elders by sharing experience and professional knowledge.

1. 協會行政總裁梁淑儀女士（左）與時任香港撒瑪利亞防止自殺會主席黃祐榮先生（右）簽訂合作備忘錄，兩會攜手預防本港長者自殺問題。
As Ms. Irene Leung, Chief Executive Officer of SCHSA (left) has signed the Memorandum of Co-operation with Mr. Robert Wong, the then Chairman of the Samaritan Befrienders Hong Kong (right), the two organisations join forces to prevent suicides among Hong Kong's elders.
2. 協會希望今次的合作可結合兩會的專業知識和經驗，共同應對香港老人自殺問題。
Joining forces together, SCHSA and SBHK aim to combat the problem of elderly suicide in Hong Kong with the combined professional knowledge and experience.

社企營運
Operates as
Social Enterprise

平安服務

Call and Care Service



踏入運作第十九年，「平安服務」繼續為長者提供穩定而可靠的呼援及關懷服務。
Entering into its 19th year of operation, we will continue to provide the elderly with consistent and reliable 24-hour Call and Care Service.

活用智能科技 讓長者樂活於社區 Helping elders enjoy community living through smart technologies

協會的「平安服務」運作已經踏入第十九年，一如既往為服務使用者提供穩定而可靠的 24 小時全天候呼援及關懷服務。

於本年度，「平安服務」為超過 630,000 人次提供支援或關懷服務，其中約 41,000 人次屬緊急求助而需要送院治療。此外，協會義工及職員向逾 300,000 人次發出關顧電話，了解長者的生活所需及送上關懷。

與此同時，協會亦積極推動為長者提供可靠的日常健康管理服務。協會與南葵涌服務中心合作，試行「e 體健護士關懷計劃」，為中心長者記錄血壓及血糖等的健康數據，以監察長者健康。計劃推行自 2014 年 5 月以來，一共為 704 人次長者提供健康數據紀錄服務，加強與地區長者聯繫，並有效提高長者的健康意識，減少血糖超標的狀況。

於宣傳方面，協會調整媒體策略，增加資源投放於網上平台，務求接觸更多透過新媒體接觸資訊的關懷身邊長者的上班族；同時，協會亦積極拓展合作夥伴，於 2015 年 5 月與電訊商 3 香港合作推廣「平安服務」，推出組合計劃，為服務使用者提供更多優質選擇。

展望下年度，協會將繼續推展透過智能家居科技應用，配合協會的 24 小時呼援及關懷服務，以提升長者生活質素，讓長者樂活於社區。

Now in its 19th years of service, SCHSA is as committed as always to offer consistent and reliable 24-hour Call and Care Service for all users.

During the year, we have received more than 630,000 service requests from Call and Care Service users, about 41,000 of which were classified as emergency cases where hospitalization was required. In addition, our volunteers and staff made more than 300,000 caring calls to understand needs of elderly and to extend our love and care.

SCHSA took a proactive role in providing a reliable day-to-day health management service for the elders. We have partnered with South Kwai Chung Service Centre to pilot the "eSmartHealth Service" programme to cater health monitoring service for elders by recording their health data such as blood pressure and blood sugar levels. Since its launch in May 2014, the programme has offered health data record services to a total number of 704 elderly people with an aim to establish more frequent contact with elders in the region and effectively increase health awareness among them, so as to reduce the cases of excess blood sugar level.

In terms of promotion, SCHSA has revised its media strategy by increasing publicity online in order to reach out to more office workers who access information via new media channels and care about the elders around them. Moreover, we have also stepped up efforts to expand our network of partners. As part of the efforts, SCHSA worked in collaboration with telecom operator 3 Hong Kong to promote Call and Care Service, launching a service package in May 2015 to provide more options for service users.

Looking ahead to the next year, SCHSA will continue to promote the application of smart home technology to enhance the quality of life for the elders through its 24-hour Call and Care Service, making community living enjoyable for senior citizens.



協會與南葵涌服務中心合作，為中心長者紀錄健康數據，以監察長者健康。
Partnered with South Kwai Chung Service Centre, SCHSA pilots the health data recording service for monitoring health conditions of the elderly centre members.



於本年度，協會員工及義工向「平安服務」使用者打出逾 300,000 個慰問電話，了解長者於社區的生活所需。
In this year, staffs and volunteers made more than 300,000 caring calls to Call and Care Service users in order to understand needs of the elderly living in the community.

平安
無間

好事 X 3

今個母親節父親節 平安

今個父親節 平安

無間

好事 X 3

長者安居協會開心宣佈與3香港合作，度身訂造智慧家庭通訊計劃「智家FUN」及「平安手機」服務計劃，結合流動通訊與協會的戶外「平安服務」，令一家緊密聯繫，好事 X 3：

- 2部全新智能手機⁽¹⁾
- 「智平安」服務，提供7 x 24全天候關顧與支援。
- 7月5日或之前成功登記「智平安」服務的新用戶

3香港「智家FUN」計劃⁽¹⁾⁽²⁾

*月費\$62起⁽¹⁾，可與家人共享數據與通話分鐘。
*須於成功登記日起計30日內啟動服務，優惠受有關條款及細則限制。

實踐「良心消費」，收入盈餘撥作支援「平安」慈善計劃

長者安居協會
Senior Citizen Home Safety Association

3香港
Three.com.hk

2338

好事 X 3

長者安居協會開心宣佈與3香港合作，度身訂造智慧家庭通訊計劃「智家FUN」及「平安手機」服務計劃，結合流動通訊與協會的戶外「平安服務」，令一家緊密聯繫，好事 X 3：

3香港「智家FUN」計劃⁽¹⁾⁽²⁾

「智平安」服務，提供7 x 24全天候關顧與支援，讓緊密聯繫更便利

送1300部市價\$100的「智平安」服務計劃

*月費\$62起⁽¹⁾，可與家人共享數據與通話分鐘。

「平安手機」服務計劃

送1200部市價\$200的「平安手機」服務計劃

實踐「良心消費」，收入盈餘撥作支援「平安」慈善計劃

長者安居協會
Senior Citizen Home Safety Association

查詢熱線：
2338 8312 或 *1313

網上登記：
www.schsa.org.hk

3香港
Three.com.hk

協會與3香港推廣「平安服務」，於父、母親節推出組合計劃。
SCHSA joined 3 Hong Kong in promoting the Call and Care Service and launched a service package on Father's Day and Mother's Day.

管家易服務

EasyHome Service

加強社區照顧長者服務

Strengthening community care services for the elderly

隨著本港成為老齡城市，針對長者社區照顧服務的需求日漸增加。本年度管家易服務加強與非牟利機構合作，為有需要人士提供包括長者照顧、陪診、離院照顧、復康訓練及家務助理服務等。

為配合整體協會發展，管家易於本年度加強為長者提供不同類型的服務，務求提升長者生活質素，實現居家安老。管家易於年度內為超過12,000人次的長者提供包括家居清潔及其他長者照顧等服務。

為了提供更優質服務，管家易透過專業人士到訪用戶進行上門評核，以監察服務質素。另一方面，管家易亦定期舉辦不同的培訓班及分享會，例如認識認知障礙症和復康訓練技巧，以提升服務員工的工作技巧。

As Hong Kong becomes an ageing city, the demand for elderly community care services is growing. Over the past year, EasyHome has strengthened cooperation with non-profit organisations to provide the needy with a broad range of services including elderly care, escort, discharge support, recovery training, and general cleaning.

Geared to the overall development of SCHSA, EasyHome has expanded its service range to include different types of services for the elderly during the year, with a view to improving the quality of life for elders and enabling them to live safely and easily at home. During the year, EasyHome has offered services such as household cleaning and elderly care for more than 12,000 senior citizens.

To improve the standard of EasyHome Service, site visits to the users' homes are conducted by professionals for the assessment of our service quality. Moreover, regular training classes and sharing sessions on various topics, such as getting to know cognitive impairment and learning rehabilitation training skills, are organized to improve the working skills of our service staff.



父親節快樂
祝 天天平安 身體健康

長者家居照顧 專業服務 隨時享用

又到父親節，有沒有想過如何給爸爸多一點關懷？管家易設有長者家居照顧服務，由認可保健員、起居照顧員或專業推拿師提供全週到戶服務，家人可讓爸爸在家中安享團圓照顧。

彈性配合長者需要，設日間、夜間及通宵服務，並提供時鐘、短期及包月等計劃以供選擇。

服務類別
在家看顧：在家簡單看顧服務，如翻熱食物、提醒服藥、關顧情緒等
起居照顧：照顧個人衛生、簡單護理、預備或烹煮長者膳食
綜合照顧：起居照顧服務、簡單家務等
護送陪診：護送就診、覆診、出入院、陪伴外出等
復健推拿：針對長者身體狀況進行穴位推拿

服務對象
• 需要家居照顧的長者
• 需要在醫院病房或安老院舍進行個人照顧的長者

查詢及預約熱線：**2345 4455**
網上預約：www.ezhome.com.hk

本年度「管家易」服務進一步改善營銷策略，使服務更有效迎合市場需求。

During the year, EasyHome further optimised its marketing strategy to keep services more aligned with market needs.

社區參與
Community Engagement

慈善計劃及主要籌款活動

Charitable Programmes and Major Fundraising Campaigns

凝聚各界力量 為長者締造天天安安

Uniting the Public to Create Lasting Peace of Mind for Seniors

作為一所自負盈虧、沒有政府資助的社會企業，協會一方面以低廉的收費提供「平安服務」，支援能夠負擔服務費的使用者；另一方面，透過協會的「慈善計劃」，把僅有盈餘及公眾捐款用以支援貧病無依的長者或有需要人士，為他們提供終身免費 24 小時呼援及關懷服務，實踐「企業養福利」的承諾。

協會本年度舉辦多項籌款活動，在社會各界支持下，共籌得善款 1,768 萬元，所得善款持續支持約 10,000 名長者及有需要人士免費使用服務。

慈善籌款特輯：

《長者安居協會特約：傳送平安》

協會製作的慈善籌款特輯《長者安居協會特約：傳送平安》，於 2015 年 1 月 17 日在無線電視翡翠台播出。節目採訪真實受惠個案，介紹協會如何應用科技，透過「平安鐘®」及「隨身寶®」服務，為體弱長者及有需要人士提供 24 小時緊急支援及關懷服務。協會衷心感謝參與節目的嘉賓、受惠者以及市民大眾的支持。

SCHSA is a self-financing social enterprise which does not rely on government subsidies. On one hand, we have been providing Call and Care Service at very affordable prices to support all users who can afford the relevant charges; on the other hand, through our Charitable Programmes, we use operation surplus that we manage to accumulate and public donations to support elders living alone in poverty and others in need, and provide them with life-long free access to the 24-hour Call and Care Service, delivering on our commitment to "cultivating welfare".

During the year, we organised a number of fundraising campaigns. With the support of the community, we managed to raise a total of HK\$17.68 million. The donation will be used to support approximately 10,000 elders and others in need to have free access to Call and Care Service.

Charity Television Programme

"SCHSA presents: Delivering Peace of Mind"

Charity Television Programme "SCHSA presents: Delivering Peace of Mind" was broadcasted on TVB Jade on 17 January, 2015. By interviewing our beneficiaries, the programme interviewed real-life cases to introduce how we applied technologies through Personal Emergency Link Service and Mobile Link Service to provide 24-hour emergency assistance and care services to elders with health concerns and others in need. We are truly grateful for the support we have received from guests featuring in the programme, our beneficiaries and the public.



獨居新界偏遠小村屋的受惠者周婆婆，在特輯中分享按動「平安鐘®」向協會職員尋求情緒支援的經驗。

Ms. Chow, a beneficiary living alone in a remote village in the New Territories, shared how she pressed the "Safety Button" to seek emotional support from SCHSA staff in the TV programme.



籌款特輯播出當晚，近 100 位義工和協會職員接聽捐款來電。

Around 100 volunteers and SCHSA staff answered to donation calls.

「秘密天使」關愛長者計劃

本年度「秘密天使」關愛長者計劃已經連續開展第十六年，獲得 61 間大專、中、小學及幼稚園參與，超過 3,500 名學生參與關愛長者講座、參觀協會服務，或透過電話慰問、探訪長者等活動，向近 8,000 位長者表達關懷。



學生在活動中身體力行，關愛身邊的長者。
A pupil walks the talk to express his care for the elderly.

Secret Angels Elderly Care Programme

During the year, we organised the 16th Secret Angels Elderly Care Programme, attracting support from 61 colleges, secondary schools, primary schools and kindergartens. More than 3,500 pupils and students expressed their care and love to about 8,000 elders through various activities such as attending seminars, paying visits to SCHSA headquarters, giving caring calls and visits to the elderly.



參與「秘密天使」計劃的學生在新春佳節探訪長者，傳送平安。
Students who have joined the Secret Angels programme visited elders during the Lunar New Year.

「愛·平安」商界參與計劃

協會與商界伙伴攜手關愛長者，由 2013 年「愛·平安」商界參與計劃推出至今，多間企業連續 3 年無間斷參與。本年度共有 90 間企業參與各項活動，包括義工服務、企業捐款、支持社企服務等形式，實踐企業社會責任，推動關愛長者的企業文化。

Love & Peace of Mind Corporate Engagement Programme

We join forces with its corporate partners to care for the seniors. Many enterprises have been offering their unceasing support to the Love & Peace of Mind Corporate Engagement programme since its debut three years ago in 2013. During the year, 90 enterprises participated in various forms of activities, including volunteer services, corporate donations and support for social enterprises, fulfilling their corporate social responsibilities while fostering a corporate culture that promotes caring for the elderly.



90 個商界機構參與「愛·平安」商界參與計劃，以不同形式為長者送上關愛。

90 corporate organisations participated in the Love & Peace of Mind Corporate Engagement Programme, expressing their love and care to the elderly through different activities.



賣旗日

於2015年8月5日舉行的協會全港賣旗日，適逢於周三及暑假期間舉行，於義工招募上相當具挑戰。幸而，承蒙各界鼎力支持，活動當天共有超過2,000名義工於全港各區協助賣旗，籌得善款讓更多長者或有需要人士免費使用協會平安服務及全面關顧服務，將平安在社區進一步延展。

協會本年度推出印有「天天安安」、「傳送平安」、「婆婆平安」等特別設計的旗紙，喻意大家攜手向全港長者送上平安。此外，協會更首次獲得香港各大流動通訊商支持，讓市民可在賣旗日透過發出短訊捐款支持。

Territory-wide Flag Day 2015

This year's territory-wide Flag Day took place on 5 August 2015. We had anticipated great challenges in finding volunteers on a Wednesday during the summer vacation. Fortunately, with the full support from the community, more than 2,000 volunteers showed up on the Day to help with the flag-selling across the territory. As a result, we successfully raised donations to provide more elders and people in need with free access to our comprehensive Call and Care Service, further extending the "Peace of Mind" notion in local communities.

We introduced flags specially designed with phrases such as "Peace of Mind Everyday", "Delivering Peace of Mind" and "Peace of Mind to Granny" printed on, signifying a united effort to deliver peace of mind to the elderly across the territory. Receiving support from major local mobile telecommunication operators for the first time, we were able to allow local citizens to show their support by making donations through SMS on this year's Flag Day.



幸獲社會各界鼎力支持全港賣旗日，使協會得以繼續提供「平安服務」，將平安延伸至社區每個角落。

With support from the Public to the territory-wide Flag Day, we are able to keep providing Call and Care Service and extending the "Peace of Mind" notion to every corner of our community.

籌得善款總額及善款用途表

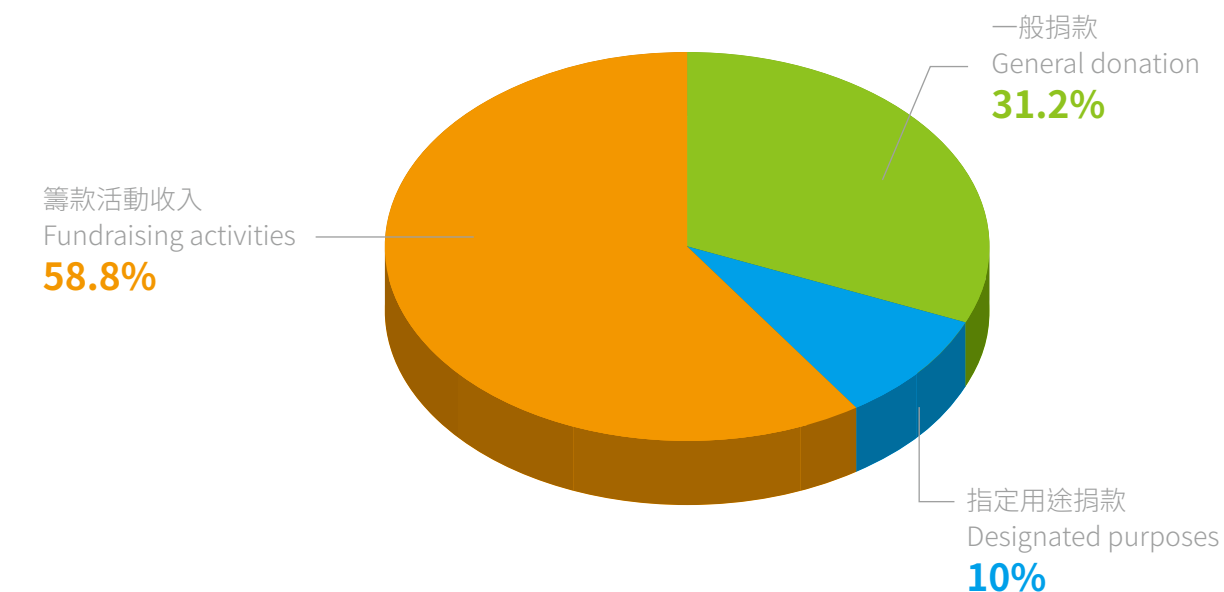
Total Amount Raised and Uses of Donation

圖表 1：2014-2015 年度善款來源 (2014 年 9 月 1 日至 2015 年 8 月 31 日)

Chart 1: Sources of Donation (1 September 2014 – 31 August 2015)

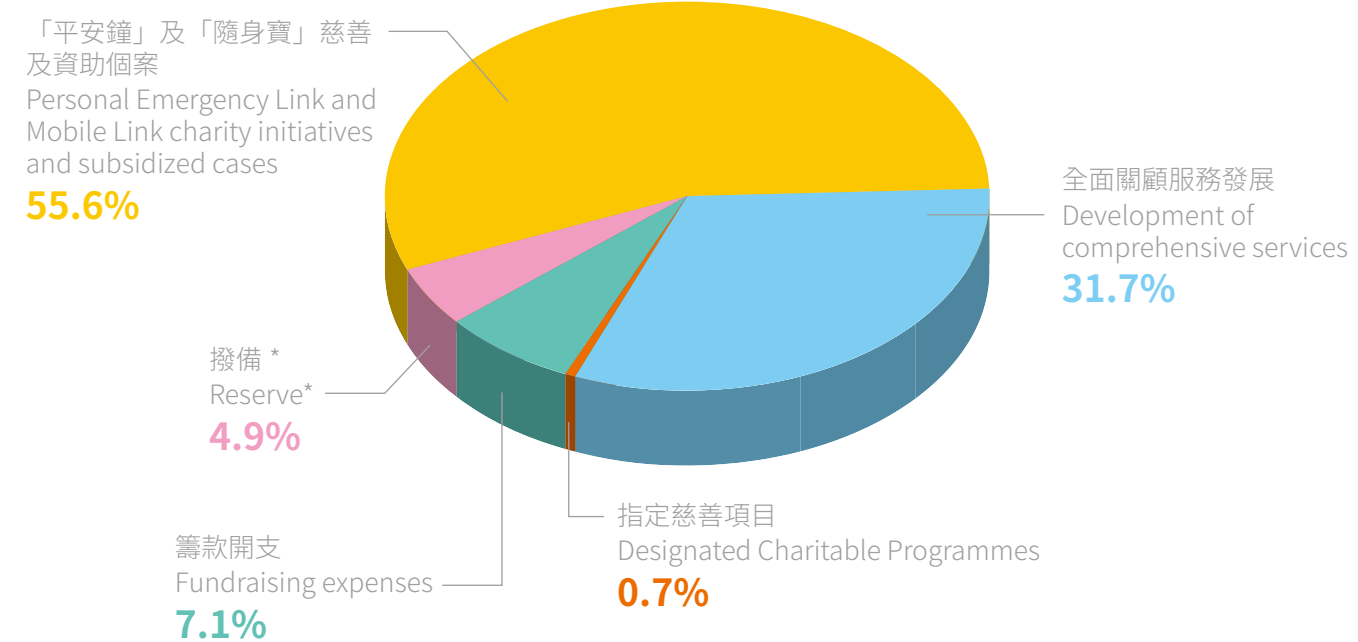
善款總額：**HK\$ 17,681,218**

Total amount:



圖表 2：2014-2015 年度善款用途 (2014 年 9 月 1 日至 2015 年 8 月 31 日)

Chart 2: Uses of Donation (1 September 2014 – 31 August 2015)



* 註：撥備將撥入慈善個案基金及長者關顧基金，用以資助慈善個案受惠者長者服務費及全面關顧項目。

Note: Reserve is allocated to Charity Case Fund and Elderly Care Fund in support of the long-term service fee of beneficiaries and comprehensive caring services.

義工參與

Volunteer Engagement



年紀小小的義工與長者傾談時頭頭是道，向長者表達關愛。
Young volunteers find the right topic to connect with a senior, showing their love and care.

無私奉獻 Selfless Contribution

協會積極推動商界、學界及社會各界善心人士參與義工服務。全年參與服務義工達 14,772 人次，受惠長者超過 425,600 人次。

本年度協會除了繼續安排義工向使用「平安服務」的長者打出關顧電話，並到各區探訪長者外，更特別舉辦具特色的大型探訪活動，包括加緊組織義工到訪唐樓林立的舊區，及較偏遠的地區探訪使用平安服務的獨居及二老共住的長者。在本年度，協會義工一共於舊區唐樓探訪了近 90 位長者，另外亦於偏遠地區探訪了超過 80 位長者。

義工獻出寶貴時間，更付出體力與汗水，帶著禮物包走於七層唐樓，或沒有門牌的偏遠寮屋時，更能真正感受長者的需要。協會希望，藉義工活動喚起社會大眾尊敬身邊的長者，以身體力行關愛及實踐義務工作精神。

SCHSA takes the initiative to encourage people from the corporate, academic and public sectors to participate in volunteer services. Last year, 14,772 participants joined SCHSA's volunteer services, benefiting more than 425,600 numbers of elders.

During the year, we have not only arranged volunteers to make caring calls to elders using Call and Care Service, and visited elders living in various areas, but also organised a few major visiting campaigns, such as organising more volunteer visits to old neighbourhoods known for tenement buildings, as well as visiting single elders and couples who have been Call and Care Service users living alone in remote rural areas. In this year, SCHSA volunteers visited a total of approximately 90 elders living in tenement buildings in old neighbourhood and more than 80 elders in remote rural areas.

One cannot put a price on the effort and time contributed by our volunteers. As they walked from one seven-storey tenement building to the next carrying gift packs, or passed through squatters without address plaques, they truly came to understand the needs of the elders. Through these volunteer activities, we call to the public to respect the elders living among us and live the spirit of volunteer work by taking concrete actions to show our love and care.

義工將平安傳送到偏遠地區，更協助婆婆收割田中蔬菜。

Volunteers helped seniors to harvest their garden vegetables, spreading the notion of peace of mind to those living in remote rural areas.



協會感謝商界、學界及社會各界善心人士的支持探訪長者等義工活動，令更多長者得到關懷。
Thanks to the kind support from the corporate, academic and public sectors to its volunteer visits and other activities, SCHSA is able to extend its caring initiatives to help more elders.



本年度：

義工總人數：**1,001 人**義工服務時數：**51,209 小時**參與服務義工：**14,772 人次**受惠長者：**425,600 人次**

In this year:

Total number of volunteers: **1,001**Service hours: **51,209**Volunteer participants: **14,772**Benefited numbers of elders: **425,600**

商界及學界義工計劃：

90 間企業參與「愛·平安」商界參與計劃**61 間**學校參與「秘密天使」關愛長者計劃**2,059 人次**參與協會義工服務超過 **7,222 小時**服務時數

Volunteer Programmes for Commercial Sector and Academia:

90 companies participated in the "Love & Peace of Mind Corporate Engagement Programme"**61 schools** joined the "Secret Angels Elderly Caring Programme"**2,059 participants** joined SCHSA's volunteer servicesOver **7,222 hours** of services.

協會星級義工、藝人馬浚偉先生探訪白田邨長者。

In his capacity of SCHSA star volunteer, celebrity Mr. Steven Ma visited a senior living in Pak Tin Estate.

2014 年度義工嘉許

Awarded Volunteers in 2014

金獎 (服務 400 小時或以上)

Golden Awards (Over 400 Service Hours)

朱引弟女士 Ms. Y.T. Chu
江玉英女士 Ms. Y.Y. Kong
何月梅女士 Ms. Y.M. Ho
何王香女士 Ms. W.H. Ho
何笑玲女士 Ms. S.L. Ho
何淑婭女士 Ms. S.Y. Ho
何麗琼女士 Ms. L.K. Ho
利紹娟女士 Ms. S.K. Lee
吳元香女士 Ms. Miki.Y.H. Ng
吳玉珍女士 Ms. Y.C. Ng
吳寶蓮女士 Ms. Pauline P.L. Ng
杜細蝦先生 Mr. S. H. To
谷錫芳女士 Ms. S.F. Kok
周燕文女士 Ms. Grace Y.M. Chow
林余忠先生 Mr. Y.C. Lam
林碧屏女士 Ms. P.P. Lam
容淑燕女士 Ms. S.Y. Yung
高慧儀女士 Ms. Marin W.Y. Ko
區有芬女士 Ms. Y.F. Au
梁秀容女士 Ms. S.Y. Leung
符耀祖先生 Mr. Y.J. Fu
許玉蓮女士 Ms. Maria Y.L. Hui
陳少芳女士 Ms. Heidi.S.F. Chan
陳美婷女士 Ms. Sylvia M.T. Tan
陳國雄先生 Mr. K.H. Chan
陳梅芳女士 Ms. M.F. Chan
麥有康先生 Mr. Y.H. Mak
麥慧如女士 Ms. W.Y. Mak
馮淑霞女士 Ms. Sandy S.H. Fung
馮詠璇女士 Ms. Idy W.S. Fung
黃佩貞女士 Ms. P.C. Wong
鄒至輝女士 Ms. C.F. Chau
劉少琼女士 Ms. S.K. Lau
劉秀琴女士 Ms. Sylvia.S.K. Liu
樊家輝先生 Mr. K.F. Fan
潘少玲女士 Ms. S.L. Poon
潘俊文先生 Mr. C.M. Phan
鄭紹源先生 Mr. S.Y. Cheng
賴志瑤女士 Ms. Regina C.Y. Lai
賴惠嬌女士 Ms. W.K. Lai
謝沛修先生 Mr. Jimmy P.S. Tse
蘇載卿女士 Ms. Stella C. H. So

銀獎 (服務 200 小時或以上)

Silver Awards (Over 200 Service Hours)

伍少卿女士 Ms. S.H. Ng
何玉梅女士 Ms. Y.M. Ho
吳汝權先生 Mr. Y.K. Ng

吳夢妮女士 Ms. Molly Ng
胡佩瑾女士 Ms. Loretta P.K. Hu
唐毓輝女士 Ms. Y.F. Tong
徐金鳳女士 Ms. May Tsui
袁業俊先生 Mr. C.T. Yuen
區桂珍女士 Ms. K.C. Au
張如女士 Ms. Y.N. Cheung
張佩珊女士 Ms. P.S. Cheung
戚影華女士 Ms. Y.W. Chik
梁惠娟女士 Ms. W.K. Leung
梁智達先生 Mr. Godwin C.T. Leung
郭鳳儀女士 Ms. Carol F.Y. Kwok
陳寶玲女士 Ms. P.L. Chan
湯潔貞女士 Ms. K.C. Tong
舒重蘭女士 Ms. C.L. Chu
楊玉華女士 Ms. Y.W. Yeung
楊承聰先生 Mr. Parick Ear
楊淑娟女士 Ms. S.K. Yeung
潘露美女士 Ms. L.M. Poon
鄭賽娥女士 Ms. C.N. Cheng
蕭碧鳳女士 Ms. P.F. Siu

銅獎 (服務 100 小時或以上)

Bronze Awards (Over 100 Service Hours)

王毓美女士 Ms. Barbara Y.M. Wong
江潔汶女士 Ms. Kitman K.M. Kong
何笑蘭女士 Ms. Anita S. L. Ho
何惠蓮女士 Ms. Patty Ho
何鈺玲女士 Ms. Y.L. Ho
何嬋蘭女士 Ms. S.L. Ho
余鳳儀女士 Ms. F.Y. Yu
利嘉穎女士 Ms. K.W. Lee
呂美雲女士 Ms. M.W. Lui
李火金女士 Ms. F.K. Lee
李素琴女士 Ms. S.K. Lee
林祖美女士 Ms. C.M. Lam
洪景慈女士 Ms. K.C. Hung
章秉琨先生 Mr. Benedirt P.K. Wai
凌顯政先生 Mr. H.C. Ling
袁瑞蘭女士 Ms. S.L. Yuen
區鳳君女士 Ms. Helen F.K. Au
梁綺雲女士 Ms. Winnie Y.W. Leung
許少雄先生 Mr. Raymond S.H. Hui
許錦雲女士 Ms. K.W. Hui
陳快雲女士 Ms. F.W. Chan
陳美蓮女士 Ms. M.L. Chan
陸仲琼女士 Ms. Selina C.K. Luk
麥偉麗女士 Ms. W.L. Mak
傅慧文女士 Ms. Fanny Fu
馮綵娟女士 Ms. C.K. Fung
黃清德先生 Mr. C.T. Wong

楊永寬先生 Mr. W.F. Yeung
葉韻如女士 Ms. Connie W.Y. Yip
董張秀英女士 Ms. Grace S.Y. Tung Cheung
鄒逸怡女士 Ms. Agnes Wu
趙美顏女士 Ms. M.N. Chiu
劉欽德先生 Mr. Y.T. Lau
潘璋琪女士 Ms. Elma W.K. Poon
蔡良惠女士 Ms. L.W. Choy
鄧慕嚴女士 Ms. Rita M.Y. Tang
黎美玲女士 Ms. M.L. Lai
黎碧茜女士 Ms. Bassu Lai
賴池珠女士 Ms. C.C. Lai
鄭巧流女士 Ms. H.L. Kwong

嘉許狀 (服務 50 小時或以上)

Commendation (Over 50 Service Hours)

丁笑容女士 Ms. S.Y. Ting
古嘉儀女士 Ms. K.Y. Ku
司徒瑞屏女士 Ms. S.P. Seztzo
池美玲女士 Ms. M.L. Tsz
何妙英女士 Ms. M.Y. Ho
何棠先生 Mr. T. Ho
何紫芳女士 Ms. C. T. Ho
吳麗嬋女士 Ms. L.S. Ng
李兆霞女士 Ms. Tina S.H. Lee
李麗平女士 Ms. L.P. Lee
李艷玲女士 Ms. Y.L. Lee
卓少英女士 Ms. S.Y. Cheuk
周錦漢先生 Mr. K.H. Chau
林婉筠女士 Ms. K.Y. Lam
林智勇先生 Mr. C.Y. Lam
范玉貞女士 Ms. Y.C. Fan
馬會枝女士 Ms. Ada H.Z. Ma
馬嘉莉女士 Ms. K.L. Ma
張賽容女士 Ms. C.Y. Chang
梁少霞女士 Ms. S.H. Leung
郭美娟女士 Ms. Nancy M.K. Kwok
陳俊璋先生 Mr. C.W. Chan
陳振波先生 Mr. C.P. Chan
陳艷兒女士 Ms. Christina Y.Y. Chan
陸慕潔女士 Ms. M.K. Luk
馮美環女士 Ms. Wendy M.W. Fung
黃盛輝先生 Mr. Harry S.F. Wong
蒙亞王女士 Ms. A.Y. Mon
鄭秋嫻女士 Ms. C.S. Cheung
鄭美君女士 Ms. M.K. Cheng
盧金霞女士 Ms. K.H. Lo
羅美娟女士 Ms. Ada M.K. Law
羅熾培先生 Mr. C.P. Law
蘇定壯先生 Mr. Allen T.C. So
顧國祥先生 Mr. K.C. Ku

老友網

Cyber Engagement

享受精彩第三齡

Experiencing Wonders in the Third Age

本年度登記成為「老友網」會員的人數不斷增加，現時已經有超過 6,900 位人士登記成為「老友網」會員。除了可以透過網上平台交換資訊、分享生活外，「老友網」會員更可免費參加不同種類的活動，包括出席健康講座、資訊科技工作坊等。協會希望透過「老友網」，銀齡人士可以善用科技，享受自主第三齡精彩生活。

於本年度，協會繼續積極推動銀齡人士追尋夢想。在上年度舉行的「金牌 DJ」比賽中勝出的參加者，參與設計及製作電台節目《長者生命故事系列》，一共十三集於香港電台數碼頻道播放，令銀齡人士一嘗當廣播員的心願，亦向大眾展現銀齡人士充滿活力的一面。

協會與稻香集團合辦「爸媽的菜」家傳食譜烹飪大賽，鼓勵公眾分享獨特的家傳食譜及背後動人的故事，增進長幼共融、承傳跨代智慧。

With the number of registered "Cyber Engagement" members continued to grow during the year, SCHSA now services more than 6,900 registered Cyber Engagement members. In addition to exchanging information and sharing life stories with one another via the online platform, Cyber Engagement members also have free access to a wide range of events, including health seminars and IT workshops. Through Cyber Engagement, SCHSA is committed to helping senior citizens to use technologies wisely and experience wonders in the third age.

During the year, we continued to take the initiative to encourage senior citizens to pursue their dreams. A 13-episode radio programme titled "Life Story of the Elderly", produced with the help of the winners of the "Golden DJ" contest last year, was aired on RTHK Digital Audio Broadcasting. Showcasing the energetic side of our elders to the public, the programme was a dream-come-true moment for many seniors who had dreamed of becoming a radio host.

We also worked in collaboration with Tao Heung Group to host a cooking contest named "My Parents' Recipes". Featuring traditional family recipes, this competition encouraged the public to share their unique family recipes as well as the moving stories behind, showcasing a harmonious coexistence between the elderly and the youth, and allowing wisdoms to be passed on from one generation to the next.



由「金牌 DJ」比賽勝出者製作的電台節目，邀請嘉賓向公眾分享人生格言。
Winners of the "Golden DJ" contest co-produce a radio programme series and invited guests to share life mottos with the audience.



協會定期舉辦「資訊科技工作坊」，讓老友網會員免費學習不同類型的電腦軟件應用。
Cyber Engagement members enjoy free access to IT workshops, to gain knowledge on various computer software applications.



「爸媽的菜」烹飪大賽比賽當日祖孫組合烹調家傳菜，展現親密互動。
On the day of the "My Parents' Recipes" cooking contest, teams of grandparents and grandchildren cooked traditional family dishes together, experiencing an intimate interaction.

「生命·歷情」體驗館

Life Journey Centre



賽馬會「生命·歷情」體驗館讓參加者能有一個開心、難忘而且有意義的經歷。
Jockey Club Life Journey Centre delivers a pleasant, memorable and meaningful experience to its participants.

(由 2013 年 9 月開館至 2015 年 8 月)
(From September 2013 to August 2015)

12,954 人次 Persons

「生命·歷情」體驗館參觀人數
Experienced at Life Journey Centre

轉個角度睇長者 Seeing the Beauty in the Old

本年度「生命·歷情」體驗館共接待超過 7,700 位分別來自本地及海外中學、大專及大學、社福機構及宗教團體等人士參加體驗館活動。開館至今累積近 13,000 位參加者。

體驗館收集到不少正面反應及認同，來年度將會開辦成人體驗團及嘗試開放予來自企業之團體，讓更多人能夠參加有意義的體驗活動，反思人生，以正面角度看年老。

在新年度，體驗館將獲得香港上海滙豐銀行有限公司贊助「生命·歷情」教育計劃，資助 2,000 位中學生免費參加「生命·歷情」體驗、跨代共融活動及名人分享與工作坊。透過互動的體驗活動，讓學生重新思索「年青」、「年老」的關係，鼓勵以正面角度看長者，而跨代共融活動則鼓勵學生以行動關愛長者，促進長幼共融的社區。

During the year, more than 7,700 visitors from secondary schools, colleges, universities, social welfare institutions and religious groups, both home and abroad, visited the Life Journey Centre and experienced various activities there. Since its inception, the Centre has received around 13,000 visitors.

The Centre received many positive feedbacks and public recognition. For the coming year, the Centre plans to organise experience tours for adult visitors and admit corporate groups, with a view to enabling a wider audience to participate in its inspiring activities, to reflect on the meaning of life, and to see ageing in a positive light.

In the year ahead, sponsored by the Hongkong and Shanghai Banking Corporation Limited, the Centre's Life Journey education programme will be able to subsidise 2,000 secondary school students to join the "Life Journey" experience, cross-generation activities, sharing sessions with celebrities and workshops. Through its interactive activities, the Centre aims to help students rethink the relationship between the "young" and the "ageing", encouraging them to see the elderly in a positive way. Through its cross-generation activities, the Centre also sets out to inspire students to show their love and care for the elderly with real actions, thereby building a community where the young and the elderly live in harmony.



人生總遇上不能預期的事情，體驗館啟發參加者學習珍惜身邊人和事，反思生命的價值。
Life is filled with unexpected events. The Centre sets out to inspire participants to cherish what they have as well as the people around them, and to reflect on the value of life.

支援少數份數擁有人 (舊樓小業主) 外展服務 (先導計劃)

Outreach Support Service for Minority Owners (Pilot Scheme)

擴大服務對象範圍

Extending the Scope of Service Targets

協會自 2011 年 1 月起受政府發展局委聘，推出「支援長者業主外展服務」，為全港 60 歲或以上，受《土地 (為重新發展而強制售賣) 條例》或私人發展商收購影響的長者業主及其直系親屬提供協助。為了向同受影響的非長者舊樓小業主提供全面關顧，協會於 2015 年 8 月推出「支援少數份數擁有人 (舊樓小業主) 外展服務 (先導計劃)」，把服務對象範圍擴展至非長者舊樓小業主及其直系親屬，並加強宣傳調解在強制售賣個案的作用。本服務的專業社工於本年度共舉行 25 場公開講座、216 次樓宇宣傳及進行 1,145 戶家訪。

此外，協會亦繼續獲市區重建局委託，為有意申請該局需求主導重建項目 (先導計劃) 的業主提供諮詢服務及簡介會，並按需要家訪年長及行動不便的業主，為他們解答查詢。

Since January 2011, SCHSA has been commissioned by the Development Bureau of the Hong Kong government to launch the "Outreach Support Service for Elderly Owners". The service is designed to provide assistance to Hong Kong's property owners aged 60 or above and their immediate families who are affected by the Land (Compulsory Sale for Redevelopment) Ordinance or property acquisitions by private developers. With an aim to provide a complete suite of care and support services to non-elder minority owners of old buildings, we launched the "Outreach Support Service for Minority Owners (Pilot Scheme)" in August 2015, extending the service scope to cover non-elder minority owners of old buildings and their immediate families, while enhancing publicity about roles played by mediation in a compulsory sale. During the year, professional social workers joining the service organised a total of 25 public seminars, 216 outreaching events and 1,145 family visits.

Moreover, we continue to advise and brief owners who want to apply for the Urban Renewal Authority for the Demand-Led Redevelopment Project (Pilot Scheme) as commissioned. We also visit the homes of elderly and disabled owners in order to answer their queries.



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1. 協會舉辦多場教育講座，向其他機構前線社工分享外展工作經驗，並協助舊樓小業主及其家屬掌握「強拍條例」及相關資訊。
By hosting a number of education seminars, SCHSA not only shares work experience about outreach services with frontline social workers from other organisations, but also helps minority owners of old buildings and their families understand the Land (Compulsory Sale for Redevelopment) Ordinance and relevant information.
2. 協會與理工大學合辦「社區體驗計劃」，學生透過互動遊戲讓長者業主認識物業收購及強拍條例。
Students working on the "Community Experience Project" jointly hosted by SCHSA and The Hong Kong Polytechnic University help elderly owners to learn more about compulsory acquisitions and the Land (Compulsory Sale for Redevelopment) Ordinance through interactive games.
3. 協會專業社工向有需要的長者業主提供個案支援。
Professional social workers from SCHSA provide case-to-case support to elderly owner in need.

協會運作
Operation

協會員工 Our Staff

推動讚賞文化 Culture of Appreciation

為鼓勵員工有更正面思維，互相支持及肯定，本年度協會積極推動「讚賞文化」，鼓勵同事公開表達欣賞、認同及嘉許，藉此建立支持及互信，提升團隊士氣；協會亦定期舉辦多元化員工活動，平衡同事在生活與工作身心健康，增進同事彼此間之溝通。

在人才發展計劃及培訓方面，協會透過教導、知識分享、培訓等不同渠道，提升員工潛能，擴闊員工在職能上之發展；多元化學習包括有管理團隊之督導技巧培訓、經驗交流分享會、參觀其他社福機構等，助同事在工作上掌握更多相關知識，開闊眼界。

協會將於新年度推行系統化督導技巧培訓，讓帶領團隊之員工更掌握督導技能，發揮團隊影響力及提升員工潛能；並且積極推動關愛員工活動，提升員工的歸屬感。

To encourage its staff to adopt positive thinking as well as to offer support and praise to one another, SCHSA actively promoted a culture of appreciation during the year. By supporting our colleagues to openly express their appreciation, approval and respect for one another, we aimed at building a working environment of mutual support and trust to raise the team morale. A wide range of activities were organised on a regular basis, all in an effort to help our staff achieve work-life balance and enhance our internal communication.

In terms of our development and training programmes for talents, we set out to increase staff potentials and broaden their career paths through many different channels such as knowledge-sharing sessions and training programmes. Diversified learning has been introduced to help our colleagues to master new knowledge at work and broaden their horizons. These learning activities include training on leadership skills for our management team, exchanging and sharing sessions, as well as visits to other social welfare agencies.

In the year ahead, we will implement systematic training on leadership skills to enable our management team to excel in leading, to create synchronised teamwork and to increase staff potentials. In addition, SCHSA will actively promote staff-caring activities to create a stronger sense of belonging among staff members.



協會在工作間推動讚賞文化，讓獲得讚賞的同事得到鼓勵及支持。
SCHSA promotes a culture of appreciation at the workplace, providing encouragement and support to those "liked" by others.



1. 員工悉心打扮，以青春造型出席本年度協會周年聚餐。
Well-dressed SCHSA staff attend this year's annual dinner with outfits that celebrate youth.
2. 各項有益身心的員工活動有效增進同事彼此之間的良好合作關係，發揮團隊精神。
Various wholesome activities effectively enhance collaboration among staff members and foster the spirit of teamwork.

財務摘要及審計報告

Financial Highlights and Auditor's Report

財務摘要

Financial Highlights

長者安居協會董事會須負責遵照香港會計師公會頒佈之《香港財務報告準則》及香港《公司條例》編制具反映真實兼公平觀點之財務報表，並落實其認為編製財務報表所必要的內部監控，以使財務報表不存在由於欺詐或錯誤而導致的重大錯誤陳述。

協會 2014-2015 會計年度錄得盈餘為港幣 \$1,051,083。總收入為 \$129,481,442，來源為服務使用者支付的服務費及公眾人士的捐款。總支出為 \$128,430,359，為員工支出、銷售成本、推廣及廣告費用、折舊及其他運作支出等。

The Board of Directors of Senior Citizen Home Safety Association is responsible for the preparation of financial statements that give a true and fair view in accordance with Hong Kong Financial Reporting Standards (HKFRS) issued by the Hong Kong Institute of Certified Public Accountants (HKICPA) and the Hong Kong Companies Ordinance, and for such internal control as the Board of Directors determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

The Association recorded a surplus of HK\$1,051,083 in financial year 2014-2015. Total income in amount of \$129,481,442, source of income arising from service fee charging to the relevant service users, donation and sponsorship donated from general public. Total expenditure in amount of \$128,430,359, being staff costs, costs of goods sold, promotion and advertising expenses, depreciation and other operating expenses.

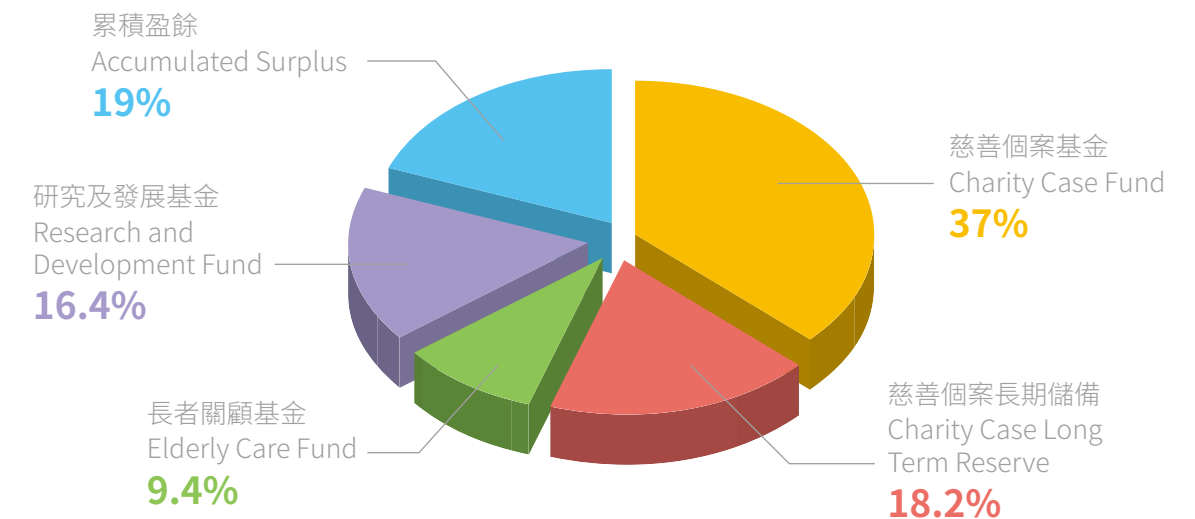
收入 Income	2014-2015 年度 Financial Year		2013-2014 年度 Financial Year	
	港幣(HK) \$	%	港幣(HK) \$	%
運作收入 Operating Income	93,640,204	72.3%	94,012,151	73.9%
- Call and Care Service Fee 「平安服務」收入	85,264,158		85,421,339	
- EasyHome Service Income 管家易家居服務收入	8,376,046		8,590,812	
公眾捐款 Public Donation	17,681,218	13.7%	14,839,890	11.7%
香港賽馬會慈善信託基金捐款 The Hong Kong Jockey Club Charitable Trusts Donation	9,834,282	7.6%	9,786,568	7.7%
- Renovation and equipping the new Oi Man Centre 翻新及裝置新愛民中心				
利息及投資 Interest and Investments	2,916,115	2.2%	3,430,678	2.7%
其他收入 Other Income	5,409,623	4.2%	5,132,789	4.0%
總收入 Total Income	129,481,442	100%	127,202,076	100%

支出 Expenditure	2014-2015 年度 Financial Year		2013-2014 年度 Financial Year	
	港幣(HK) \$	%	港幣(HK) \$	%
服務運作 Operating Expenses	92,024,327	71.7%	94,468,420	73.0%
- Magazine expenses 長訊支出	-		1,982,017	
- Promotion and advertising 推廣及廣告費	6,019,108		9,045,652	
- Staff costs 員工支出	64,519,799		64,927,958	
- Other expenses 其他運作支出	21,485,420		18,512,793	
折舊 Depreciation	18,791,557	14.6%	18,208,969	14.1%
銷售成本 Cost of goods sold	14,962,086	11.6%	15,725,394	12.1%
籌款 Fundraising expenses	2,652,389	2.1%	1,012,666	0.8%
- Direct fundraising expenses 籌款活動支出	1,376,470		340,100	
- Other expenses 其他相關活動支出	1,275,919		672,566	
總支出 Total Expenditure	128,430,359	100%	129,415,449	100%

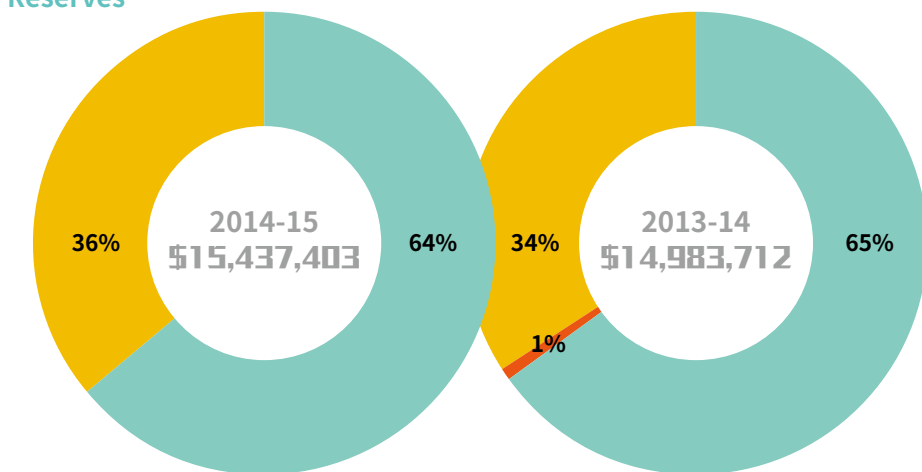
儲備 Reserves

長者安居協會為自負盈虧的社會企業及非牟利慈善團體，主要透過營運 24 小時呼援及關懷服務熱線中心向長者及有需要人士提供呼援及關懷服務，及其生活上的各項需要。此外，協會更致力發展及推廣各項長者服務，為有需要人士提供更完善的社區生活環境。因此，協會撥出營運儲備及捐款贊助成立相關慈善基金幫助有需要人士。

Senior Citizen Home Safety Association operates as a self-financing social enterprise and charitable organization, the principal activities of the Association are the provision of 24-hour personal caring and emergency assistance services and various assistance to respond to the every-day needs of local elderly to ensure that they are under proper protection and care. The Association also endeavors to enhance the quality of the lives of the elderly needy by developing and promoting various welfare services. In particular, the Association devotes the operation surplus and donations and receipts from general public to related charity funds to support those needy.



儲備項目開支 - 基金運用 Application of Reserves



	2014-2015 港幣 (HK)\$	2013-2014 港幣 (HK)\$
慈善個案基金 Charity Case Fund	9,825,886	9,763,512
慈善個案長期儲備 Charity Case Long Term Reserve	0	102,400
長者關顧基金 Elderly Care Fund	5,611,517	5,077,800
研究及發展基金 Research and Development Fund	0	40,000

獨立核數師報告

Independent Auditor's Report



Independent Auditor's Report 獨立核數師報告書

To the members of 致各會員

Senior Citizen Home Safety Association
長者安居服務協會

(Incorporated in Hong Kong with liability limited by guarantee and not having a share capital)
(於香港註冊成立並以擔保及無股份形式作為有限責任的有限公司)

We have audited the financial statements of Senior Citizen Home Safety Association ("the Association") set out on pages 6 to 42, which comprise the statement of financial position as at 31 August 2015, and the statement of comprehensive income and expenditure, statement of changes in funds employed and statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Directors' responsibility for the financial statements

The directors of the Association are responsible for the preparation of financial statements that give a true and fair view in accordance with Hong Kong Financial Reporting Standards ("HKFRSs") issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") and the Hong Kong Companies Ordinance, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on these financial statements based on our audit and to report our opinion solely to you, as a body, in accordance with section 405 of the Hong Kong Companies Ordinance, and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report. We conducted our audit in accordance with Hong Kong Standards on Auditing issued by the HKICPA. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

本核數師(以下簡稱「我們」)已審核列載於第6至42頁長者安居服務協會(「貴協會」)之財務報表。此財務報表包括於2015年8月31日之協會財務狀況表,及截至該日止年度之全面收入與支出賬表、基金變動表和現金流量表,以及主要會計政策概要及其他附註解釋。

董事會編製財務報表之責任

董事會須負責遵照香港會計師公會頒佈之《香港財務報告準則》及香港《公司條例》編製其反映真實公平觀點之財務報表,並落實其認為編製財務報表所必需的內部監控,以使財務報表不存在由於欺詐或錯誤而導致的重大錯誤陳述。

核數師的責任

我們的責任是根據我們審核對該等財務報表作出意見,並按香港《公司條例》第405條,根據我們審核工作的結果,對該等財務報表表達獨立意見,並僅向各董事(作為整體)作出報告,而非作任何其他用途。我們概不就本報告之內容對任何其他人士承擔責任或法律責任。我們已根據香港會計師公會頒佈的《香港審計準則》進行審核。這些準則要求我們遵守道德規範,並規劃及執行審核,以合理確定此等財務報表是否不存有任何重大錯誤陳述。

MAZARS CPA LIMITED
瑪澤會計師事務所有限公司
42ND FLOOR, CENTRAL PLAZA, 38 HARBOUR ROAD, WANCHAI, HONG KONG
香港灣仔海濱道18號中環廣場42樓
Tel: (852) 2909 5555 • Fax: (852) 2810 0032 • info@mazars.hk • www.mazars.cn



Independent Auditor's Report 獨立核數師報告書

To the members of 致各會員

Senior Citizen Home Safety Association
長者安居服務協會

(Incorporated in Hong Kong with liability limited by guarantee and not having a share capital)
(於香港註冊成立並以擔保及無股份形式作為有限責任的有限公司)

Auditor's responsibility (Continued)

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of the financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements give a true and fair view of the financial position of the Association as at 31 August 2015, and of their financial performance and cash flows for the year then ended in accordance with HKFRSs and have been properly prepared in compliance with the Hong Kong Companies Ordinance.

Certified Public Accountants
Hong Kong, 14 March 2016

Fung Shiu Hang
Practising Certificate number: P04793

核數師的責任(續)

審核包括進行程序以獲取有關該等財務報表所載金額及披露資料之憑證。所選定之程序取決於我們之判斷,包括評估由於欺詐或錯誤而導致財務報表存有重大錯誤陳述之風險。在作出該等風險評估時,我們考慮與貴協會編製真實而公平地呈列財務報表相關之內部監控,以設計適當之審核程序,但並非旨在就貴協會之內部監控之效能發表意見。審核亦包括評估董事會所採用之會計政策之合適性及所作出之會計估計之合理性,以及就財務報表之整體呈列方式作出評估。

我們相信,我們所獲得之審核憑證提供出審核意見之基礎充分恰當。

意見

我們認為,該等財務報表已根據《香港財務報告準則》真實公平地反映貴協會於2015年8月31日之財務狀況及截至該日止年度之財務表現及現金流量,並已按照香港《公司條例》妥為編製。

執業會計師
香港,二零一六年三月十四日

馮兆恆
香港執業會計師證書編號: P04793

鳴謝 Acknowledgements

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領峰貴金屬有限公司
Acetop Precious Metals Ltd.
富通保險 (亞洲) 有限公司
Ageas Insurance Co. (Asia) Ltd.
亞洲養老產業有限公司
Ageing Asia Pte Ltd.
怡安保險顧問有限公司
Aon Hong Kong Ltd.
蘋果方案顧問有限公司
Apple Solution Consultants Ltd.
先作科技有限公司
Apptask Ltd.
APSI Asia Ltd.
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Asia Container Terminals Ltd.
Atkinson Lambert Ltd.
包浩斯國際 (控股) 有限公司
Bauhaus International (Holdings) Ltd.
藍天動力科技 (香港) 有限公司
Blue Power Technology (HK) Ltd.
威裕環球控股有限公司
BPS Global Holdings Ltd.
Capital Prospect Ltd.
愛護視專業視光中心
Care Professional Optics Centre
國泰航空有限公司
Cathay Pacific Airways Ltd.
思傑牙科醫務中心有限公司
Cedric & Jack Dental Care Ltd.
中環廣場管理有限公司
Central Plaza Management Co. Ltd.
創奇思有限公司
Cherry-picks Ltd.
致興置業有限公司
Chi Hing Investment Co. Ltd.
兒童城製作有限公司
Children's Town Ltd.
中國建設銀行 (亞洲) 股份有限公司
China Construction Bank (Asia) Corporation Ltd.
中國移動香港有限公司
China Mobile Hong Kong Co. Ltd.
全健齊齊骨神經醫務中心
Chirocare Chiropractic Centre
俊和發展集團有限公司
Chun Wo Development Holdings Ltd.
花旗銀行
Citi
港基物業管理有限公司
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智設計工房
Clifton Leung Design Workshop
科法斯集團香港分行
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保信財務有限公司
Credit One Finance Ltd.
香港移動通訊有限公司
CSL Mobile Ltd.
文化村 (長者用品展銷中心) 有限公司
Culture Homes (Outlet Stores Wholesale Centre) Ltd.
大新銀行
Dah Sing Bank, Ltd.
銘緣會有限公司
Destiny Community Ltd.
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Edicate Button & Garment Accessories Manufactory Ltd.

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Markant Trading Organization (Far East) Ltd.
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運動家有限公司
Sportshouse Ltd.
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劉興邦先生
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關沃池先生

法人團體 Corporate Bodies

香港社會創投基金
Social Ventures Hong Kong
市區重建局
Urban Renewal Authority

非牟利及義工團體 Community Groups

榕光社老人服務團
Banyan Elderly Services Association
基督教宣道會白普理景林長者鄰舍中心
C & M A Bradbury King Lam Neighbourhood Elderly Centre
香港流行病研究中心
Centre for Health & Medical Research
商業電台馬路的事務工隊
Commercial Radio Road Co-op Volunteer Team
蓬瀛仙館
Fung Ying Seen Koon
蓬瀛仙館大埔老人服務中心
Fung Ying Seen Koon-Tai Po Social Centre for the Elderly
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Hong Kong Consumer Electronics Alliance
香港資訊科技商會
Hong Kong Information Technology Federation
香港傑出學生協會
Hong Kong Outstanding Students' Association
香港銀髮市場聯盟
Hong Kong Silver Market Consortium
香港房屋協會長者安居資源中心
Hong Kong Housing Society Elderly Resources Centre
香港無線科技商會
Hong Kong Wireless Technology Industry Association
尊賢會
Jade Club
九龍城浸信會長者鄰舍中心
Kowloon City Baptist Church Neighbourhood Elderly Centre
葛兆源議員辦事處
Mr. KOT Siu-yuen's Office

香港社會服務聯會標誌

樂在棋中社會企業有限公司 <div>People On Board</div>
香港安老服務協會 <div>The Elderly Services Association of Hong Kong</div>
香港社會服務聯會 <div>The Hong Kong Council of Social Service</div>
香港保險業聯會 <div>The Hong Kong Federation of Insurers</div>
香港佛教真言宗女居士林 <div>The Hong Kong Mantra Institute for Lay Women Buddhists</div>
尖沙咀街坊福利會 <div>Tsim Sha Tsui District Kai Fong Welfare Association</div>
東井園佛會 <div>Tung Cheng Yuen Buddhist Association</div>
采風電影有限公司 <div>Visible Record Ltd.</div>
義遊 <div>Voltra</div>
香港東區婦女福利會梁李秀娛長者鄰舍中心 <div>Women's Welfare Club (Eastern District) Hong Kong Leung Lee Sau Yu Neighbourhood Elderly Centre</div>
仁愛堂社區中心 <div>Yan Oi Tong Community Centre</div>
太極同學會 <div></div>
紫雲閣沁怡護養院 <div>Oasis Nursing Home</div>

學校 Schools

香港小童群益會樂緻幼稚園（灣仔） <div>BGCAHK Cheerland Kindergarten (Wanchai)</div>
基督教宣道會太和幼稚園 <div>C & MA Church Tai Wo Kindergarten</div>
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中華傳道會呂明才小學 <div>CNEC Lui Ming Choi Primary School</div>
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明愛聖若瑟中學 <div>Caritas St. Joseph Secondary School</div>
迦密柏雨中學 <div>Carmel Pak U Secondary School</div>
青松侯寶垣中學 <div>Ching Chung Hau Po Woon Secondary School</div>
香港城市大學 <div>City University of Hong Kong</div>
基督教宣道會茵怡幼稚園 <div>CMAC Verbena Kindergarten</div>
啟思小學附屬幼稚園 <div>Creative Primary School's Kindergarten</div>
基督教香港信義會將軍澳幼稚園 <div>ELCHK Tseung Kwan O Kindergarten</div>
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綠茵英文（國際）幼稚園 <div>Greenfield English (International) Kindergarten</div>
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香港華人基督教聯合會真道書院 <div>HKCCCU Logos Academy</div>
香港基督教女青年會荃灣幼兒學校 <div>HKYWCA Tsuen Wan Nursery School</div>
聖三一堂小學 <div>Holy Trinity Primary School</div>
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香港創價幼稚園 <div>Hong Kong Soka Kindergarten</div>
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香港理工大學賽馬會社會創新設計院 <div>Jockey Club Design Institute for Social Innovation</div>
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嶺南鍾榮光博士紀念中學 <div>Lingnan Dr. Chung Wing Kwong Memorial Secondary School</div>

嶺南中學 <div>Lingnan Secondary School</div>
嶺南大學 <div>Lingnan University</div>
世界龍岡學校劉皇發中學 <div>Lung Kong WFSL Lau Wong Fat Secondary School</div>
文娜雅拔國際幼兒園及幼稚園（九龍城） <div>Manhabit International Nursery & Kindergarten (Kowloon City)</div>
文娜雅拔國際幼兒園及幼稚園（九龍塘） <div>Manhabit International Nursery & Kindergarten (Kowloon Tong)</div>
瑪利諾修院學校（中學部） <div>Maryknoll Convent School (Secondary Section)</div>
瑪利諾神父教會學校 <div>Maryknoll Fathers' School</div>
寧波公學 <div>Ning Po College</div>
保良局蔡繼有學校 <div>Po Leung Kuk Choi Kai Yau School</div>
博愛醫院鄧佩瓊紀念中學 <div>Pok Oi Hospital Tang Pui King Memorial College</div>
香港培道中學 <div>Pooi To Middle School</div>
聖公會梁季彝中學 <div>SKH Leung Kwai Yee Secondary School</div>
西貢崇真天主教學校（小學部） <div>Sai Kung Sung Tsun Catholic School (Primary Section)</div>
南亞路德會沐恩中學 <div>SALEM-Immanuel Lutheran College</div>
天主教石鐘山紀念小學 <div>Shak Chung Shan Memorial Catholic Primary School</div>
聖公會莫壽增會督中學 <div>SKH Bishop Mok Sau Tseng Secondary School</div>
聖公會嘉福榮真小學 <div>SKH Ka Fuk Wing Chun Primary School</div>
聖公會李福慶中學 <div>SKH Li Fook Hing Secondary School</div>
聖愛德華天主教小學 <div>St. Edward's Catholic Primary School</div>
聖貞德中學 <div>St. Joan of Arc Secondary School</div>
香港神託會培敦中學 <div>Stewards Pooi Tun Secondary School</div>
中華基督教會協和書院 <div>CCC Heep Woh College</div>
香港專業教育學院（黃克競） <div>Hong Kong Institute of Vocational Education (Haking Wong)</div>
香港中文大學 <div>The Chinese University of Hong Kong</div>
香港教育學院 <div>The Hong Kong Institute of Education</div>
香港理工大學 <div>The Hong Kong Polytechnic University</div>
香港大學法律及資訊科技研究中心 <div>The Law and Technology Centre of The University of Hong Kong</div>
職業訓練局工商資訊學院 <div>VTC School of Business and Information Systems</div>
香港真光中學幼稚園 <div>True Light Middle School of Hong Kong (Kindergarten Section)</div>
真理浸信會何裏惠璋幼稚園 <div>Truth Baptist Church Ho Yuen Wai King Kindergarten</div>
荃灣官立中學 <div>Tsuen Wan Government Secondary School</div>
東涌天主教學校 <div>Tung Chung Catholic School</div>
恩主教書院 <div>Valtorta College</div>
油蔴地天主教小學 <div>Yaumati Catholic Primary School</div>
元朗天主教中學 <div>Yuen Long Catholic Secondary School</div>

政府部門 Government Departments

屋宇署 <div>Buildings Department</div>
發展局 <div>Development Bureau</div>
安老事務委員會 <div>Elderly Commission</div>
香港消防處 <div>Hong Kong Fire Services Department</div>

香港房屋委員會 <div>Hong Kong Housing Authority</div>
香港房屋協會 <div>Hong Kong Housing Society</div>
香港金融管理局 <div>Hong Kong Monetary Authority</div>
香港天文台 <div>Hong Kong Observatory</div>
香港警務處 <div>Hong Kong Police Force</div>
醫院管理局 <div>Hospital Authority</div>
房屋署 <div>Housing Department</div>
創新科技署 <div>Innovation and Technology Commission</div>
聯合調解專線辦事處 <div>Joint Mediation Helpline Office</div>
強制性公積金計劃管理局 <div>Mandatory Provident Fund Schemes Authority</div>
通訊事務管理局辦公室 <div>Office of the Communications Authority</div>
政府資訊科技總監辦公室 <div>Office of Government Chief Information Officer</div>
香港電台 <div>Radio Television Hong Kong</div>
社會福利署 <div>Social Welfare Department</div>

基金 Foundations

ACCA Charitable Foundation Ltd.
陳楊福和基金有限公司 <div>Chen Yang Foo Oi Foundation Ltd.</div>
華人彰顯成就基金有限公司 <div>Chinese Merits Foundation Ltd.</div>
林淑儀醫生基金有限公司 <div>Dr. Louisa Lam Foundation Ltd.</div>
港澳台灣慈善基金會 <div>HK & Macau Taiwanese Charity Fund Ltd.</div>
何英傑基金會有限公司 <div>Ho Ying Chie Foundation Ltd.</div>
葉志成慈善基金有限公司 <div>Ip Chi Shing Charitable Foundation Ltd.</div>
劉浩清教育基金有限公司 <div>Liu Hao Tsing Education Foundation Ltd.</div>
普雲創意教育基金有限公司 <div>Po & Helen Chung Foundation Ltd.</div>
紀恩基金有限公司 <div>Remad Foundation Ltd.</div>
陳慧慧基金有限公司 <div>Chen Wai Wai Vivien Foundation Ltd.</div>
香港賽馬會慈善信託基金 <div>The Hong Kong Jockey Club Charities Trust</div>
香港 UBG 基金會 <div>UBG Foundation Ltd.</div>
伍宜孫慈善基金會有限公司 <div>Wu Yee Sun Charitable Foundation Ltd.</div>
應善良福利基金會 <div>Yin Shin Leung Charitable Foundation</div>

傳媒 Media

親子王國 <div>Baby Kingdom</div>
彭博有限公司 <div>Bloomberg Ltd.</div>
中原地圖 <div>CentaMap</div>
D100
香港討論區、Uwants <div>Discuss & Uwants (Networld Technology Ltd.)</div>
媒體出版有限公司 <div>Media Publishing Ltd.</div>
明報集團 <div>Ming Pao Magazines Ltd.</div>
新傳媒集團有限公司 <div>New Media Group Ltd.</div>
路訊網 <div>Roadshow</div>
電視廣播有限公司 <div>Television Broadcasts Ltd.</div>

由於篇幅所限，致謝名單不能盡錄，如有遺漏，謹此致歉。Owing to limited space, we regret for being unable to list all the partners and names.)

^[1] 香港社會服務聯會標誌

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