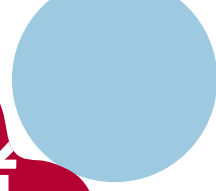
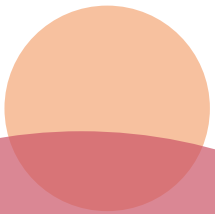
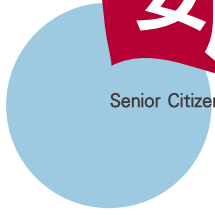
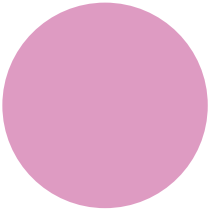


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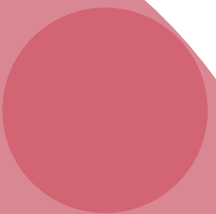
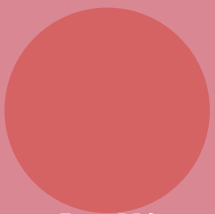
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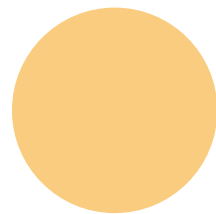
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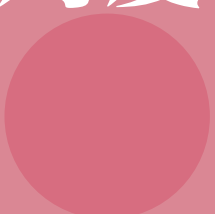
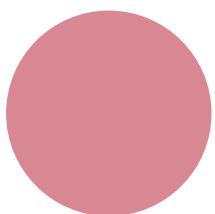
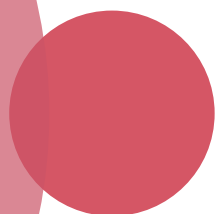
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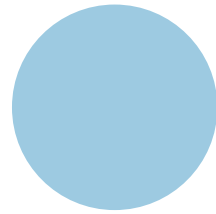
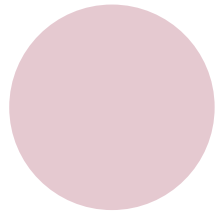
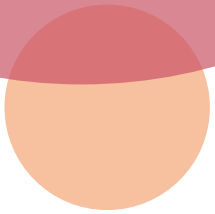
2012-2013年報

# Annual Report

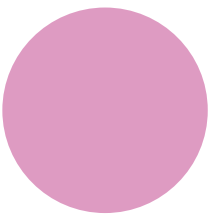
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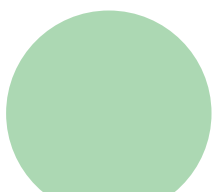
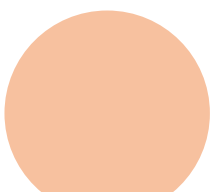
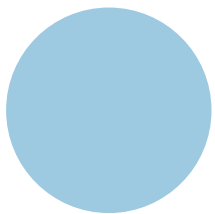
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Senior Citizen Home Safety Association

# 願景 Vision

讓長者可随心選擇在社區過著有素質的晚年生活

To enable the elderly to live a quality live 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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# 協會服務數字

2012年9月至2013年8月數字

## Service Statistics

Figures from September 2012 to August 2013



### 775,098次TIMES

透過「平安服務\*」尋求支援或關懷服務  
Service Requests from "Safety Services\*\*"

創會以來累積數字 Since Foundation# : 6,723,757 次TIMES

### 40,547次TIMES

透過「平安服務」尋求緊急支援

Emergency Assistance Requested by "Safety Services" users

創會以來累積數字 Since Foundation : 359,822 次TIMES



### 268,605次TIMES

電話慰問

Caring calls to the elders

創會以來累積數字 Since Foundation : 6,836,605次TIMES

### 4,668次TIMES

註冊護士電話健康輔導

Health advices by registered nurses via caring calls

創會以來累積數字 Since Foundation : 49,268 次TIMES



### 41,400小時HOURS

義工服務

Total service hours contributed by SCHSA volunteers

累積數字 Accumulated : 55,474小時HOURS

(自2012年1月 Since January 2012)

### 10,000名PERSONS

現有慈善計畫受惠人數

No. of Charitable Program Beneficiary at Present

創會以來累積數字 Since Foundation : 21,600 名PERSONS



### 4,054名PERSONS

義工參與探訪活動

Volunteers visited the elders

# 截至2013年8月31日 As of 31 August 2013

\* 「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。  
Safety Services\*\* include PE Link Service, Safety Phone Service, Mobile Link Service and e-Care Link Service.

# 主席感言

## Message from the Chairman



踏入第十八個年頭，協會不論陰晴，一年365天、每天24小時無間斷為「平安服務」使用者提供穩定而可靠的全天候關懷，透過科技應用及以人為本的服務，提升長者生活質素。由為港人所熟悉的「平安鐘<sup>®</sup>」、到戶外的「隨身寶<sup>®</sup>」及「平安手機<sup>®</sup>」，協會上下孜孜不倦，服務推陳出新之餘，仍緊貼一掣式簡單產品設計理念。迄今「平安服務」成功拯救逾三十萬人次的生命，一掣一心，為全港長者及有需要人士送上平安。

本年度是協會精彩而又重要的發展里程碑。隨著服務不斷發展，原有的三個分散各處的會址已經不敷應用，幸得香港賽馬會慈善信託基金的撥款，協會於何文田愛民廣場建立新總部並投入運作，以應付未來十年的發展需要。

在這個逾四萬呎的新總部，除建立新的24小時呼援及關懷服務熱線中心，提供更穩定的「平安服務」外，協會建立了亞洲首個「生命·歷情」體驗館，讓年輕人透過互動歷程，反思生命與年老，從而提升新一代對長者的尊重；此外，「長者生命故事」個人化印書服務及「愛·留聲」心聲輯錄等新服務亦將會於新年度陸續開展。

協會新總部的投入運作，令我們由以往較被動的模式，轉為主動向公眾展示新一代長者好動又充滿活力的新形象，進一步用新角度推廣「跨代共融」與「長者友善」的概念。協會將會透過最新之技術，繼續一如以往提供高質素的「平安服務」，建構跨界別的社區參與平台，全方位提升長者在社區生活的素質，令協會傳遞「平安」的工作提高至更新高度。

鄭經翰先生, GBS, P. Eng., FHKIE, J.P.

長者安居協會

執行委員會主席

二零一四年四月

SCHSA has just embarked on the 18th year of its all-year-round 24-hour caring service. Regardless of the time and weather, users are assured of stable and reliable SCHSA "Safety Services" delivered through cutting-edge technology and people-oriented service that aim at improving the quality of life for the elderly. From the "PE Link" service highly popular among Hong Kong people to the outdoor "Mobile Link" and "Safety Phone" services, we remain committed to our simple and easy one-button product design concept when launching innovative services. To date, our safety service program has saved over 300,000 lives. As symbolized by the notion of "One button, one heart", we guarantee safety for the elderly and those in the need across Hong Kong.

This year marks a key and wonderful milestone in our history of development. As we continue to expand our service scope, our previous three separate sites are beginning to fall behind demand. Thanks to the funding from the Hong Kong Jockey Club Charities Trust, we have set up a new headquarters in Oi Man Plaza, Ho Man Tin, which is now in operation, to meet our needs over the next decade.

In addition to a new 24-hour Call & Care Centre that provides a series of enhanced Safety Services, the 40,000 square feet SCHSA head office comprises of a Jockey Club Life Journey Center, the first of its kind in Asia, for young visitors to take a journey of exploration of the true meaning of life and ageing so as to promote respect to the elderly among the younger generation. SCHSA will roll out a series of new services such as "Life Book", a personalized book printing service, and "A Message for My Beloved" program later this year.

The launch of the new headquarters enables us to move away from the previous model of serving the elderly remotely to actively redefining the image of the energetic next-generation elders, and promote the concepts of connecting different generations and building elderly-friendly communities from a new perspective. We will continue to offer a suite of high-quality safety services powered by the latest technology, build a community engagement platform across different sectors, and improve the quality of life in communities for the elderly to take our safety commitment to a higher level.

Mr. Albert Cheng, GBS, P.Eng, FHKIE, J.P.  
Chairman, Executive Committee  
Senior Citizen Home Safety Association  
April 2014

# 行政總裁感言

## Message from the Chief Executive Officer



在協會的工作踏入第二個年頭，重整「平安服務」品牌的努力漸見成績。「平安手機<sup>®</sup>」戶外支援服務更為大眾認識及支持，令協會樂見營運錄得盈餘。

近數年，協會見證著新一代長者生活模式的轉變。新一代的長者整體的教育程度較高，更有學識；他們生活於科技急速發展的世代，也更習慣於應用科技，無論是用於家居生活、娛樂、或是用於方便通訊的電子科技產品，皆為他們帶來更簡約如意的生活。不少新一代的退休人士仍然喜歡與社會互動，互聯網及相關科的發展令他們可以於彈指間與身處海外的親友聯繫，也有更多機會窺探世界各地的各式新事物。新一代的長者不喜歡被稱為「長者」，也不喜歡一個「老」字加諸於身，不愛被叫作「老」人家、「老」友記。親切地喚他們一聲"Uncle、Auntie"吧，他們會以同樣親切的笑容回應你。他們雖然年紀不小，但生活態度仍然積極，也有更多時間去追求興趣，完成夢想。

在規劃協會向前發展的方向時，我們也逐漸更新服務範圍。為了能配合新一代銀齡人士的需要和期望，亦因著「智能家居」的趨勢及個人健康電子科技產品的發展，協會於2013年初與商界合作伙伴攜手推出智能家居版的平安鐘服務「智平安<sup>®</sup>」及「e體健護士關懷專線」，更為「隨身寶<sup>®</sup>」用戶的照顧者及家人研發出智能手機應用軟件「智安心<sup>®</sup>」，讓家人於有需要時可以即時於智能手機上作位置查詢。協會定必繼續善用科技，提供終身免費「平安鐘<sup>®</sup>」服務予無依長者之餘，亦會用心為新一代銀人士創建有價值的服務，以支持我們作為自負盈虧的社企營運。2013年3月，協會逐步遷入愛民新址，以預備新總部於9月中全面啟用。新總部於設計主題及空間運用皆與協會未來之服務發展相連繫，務求令協會的服務能發揮更強的影響力。我們要致力推動的，不單是「代代平安」的價值，更加上了「轉個正面角度睇長者」的新態度。畢竟，也是因為代代長者的努力和貢獻，我們才可以享受今天的一切。

長者安居協會  
行政總裁  
梁淑儀女士  
二零一四年四月

In the past 18 months, SCHSA has adopted a new branding strategy, dedicating continuous efforts to build our corporate brand and promote our Call & Care services. Safety Phone Service, in particular, has gained popularity and recognition among the general public. I am glad to report that SCHSA has resumed to a surplus position, which means that we are able to contribute more to serving the vulnerable seniors in the local community.

We have witnessed a significant change of lifestyle among the new-generation elders who are better educated and more knowledgeable. They have been enjoying the conveniences brought by the era of advancing technology, their living quality greatly improved by the popularity of consumer electronics that brings entertainment and make daily life easier. The Internet and ICT gadgets connect them with families and friends, enabling them to explore the world, all at their fingertips. Don't think of them as 'old people' who are incapable and know nothing about technology. Although they are no longer young as defined by age, they are still positive and active, eager to pursue their interests and dreams.

To fulfill our mission to enhance the living quality of senior citizens in the community through the use of technology, people-oriented services and innovative methods, SCHSA will continue to enrich our services to cope with the emerging needs and expectations of the new-generation elders. In April 2013, SCHSA joined forces with HKT, our strategic partner, to pilot two new services for new-generation elders – e-Care Link Service on PCCW-HKT's Eye tablet for intelligent

homes, and eSmartHealth Service for Cloud-based health management and caring hotline service. SCHSA has developed "e-See Find", a smart-phone application for family members to locate Mobile Link service users when necessary. Value creation is what SCHSA will do to be as sustainable as a self-financed social enterprise and a charitable organization that commits to providing free-of-charge, high quality Call & Care Service to our charity case users as long as they shall live.

In March 2013, SCHSA Call & Care Centre was relocated to Oi Man Plaza, Homantin to pave way for the grand opening and full operations of our new headquarters in mid-September 2013. The design philosophy of SCHSA new headquarters aligns with our advocacy of a new perspective – "Finding The New In The Old, Seeing The Beauty In The Old". In Hong Kong, the general perception of elder has always been {old age = weak, poor, incapable, dependent, burden}. As the world evolves, technology advances and life-style changes, it is time for this out-dated, negative perception to be changed. The Association advocates 'Smart Aging' as the new generations of elders will not see themselves as incapable. Growing old is a natural stage that will happen to all human beings. It is indeed the efforts and contributions of generations of elderly that has made it possible for us to enjoy all we have today. It is time for us to help build an aged-friendly city, and a happier city for Hong Kong.

Ms. Irene S.Y. Leung  
Chief Executive Officer  
Senior Citizen Home Safety Association  
April 2014

# 協會簡介

## About SHCSA

長者安居協會於1996年由鄭經翰先生及羅致光博士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」護士關懷及「管家易」等新服務，無論長者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。

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，並獲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。

In 1996, Senior Citizen Home Safety Association (SCHSA) was founded by a group of passionate individuals, including Mr. Albert J. Cheng, and Dr. C.K. Law, 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 new services - including the award-winning Mobile Link Service, Safety Phone Service, e-Care Link Service, eSmartHealth Service and EasyHome Service - as our continuous effort to enhance the living quality of the elderly in the community, extending the specialized SCHSA Call & Care support to outdoor environment.

The Association solicits corporate and individual sponsorships and donations to support the provision of free services to elderly people who are less fortunate. Since the establishment of our Charity Programme, we have offered life-long free Personal Emergency Link or Mobile Link Service to more than 21,700 people. The launch of Mobile Link Service in 2008 enabled us to offer outdoor support to charity case users. At the end of August 2012, we are supporting around 10,000 users under the Charity Programme.

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.

# 主要服務

## Core Services



### 平安服務

為長者及有需要人士提供全面及全天候的支援與關懷。服務使用者只須按動「平安鐘®」、「隨身寶®」、「平安手機®」及「智平安」等裝置的「平安掣™」，無論使用者身處家居或外出活動，即可接駁至由協會直接營運的24小時呼援及關懷服務熱線中心，向呼援服務員尋求協助，享受安心多彩的生活。

### Safety Services

SCHSA provides territory-wide 24-hour personal caring and emergency assistance services to the elderly and others in need through a series of services—including Personal Emergency Link Service, Mobile Link Service, e-Care Link Service and Safety Phone Service. From indoors to outdoors, whenever in need, users will be connected directly to SCHSA Call & Care Centre that offers timely and suitable assistance, to enjoy every fruitful life moments.

### 「管家易」服務

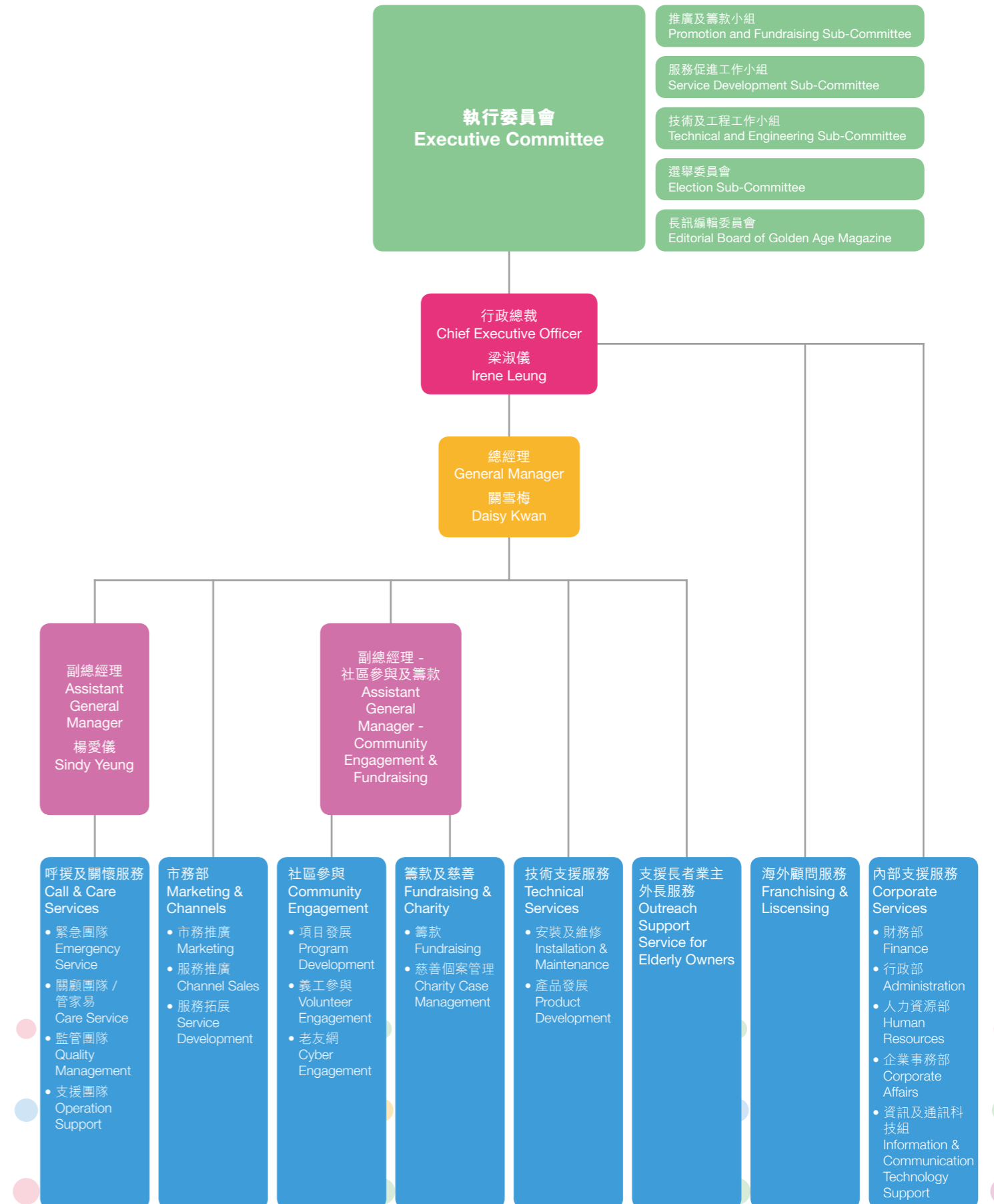
致力為全港銀齡人士提供各項優質家居照顧服務，切合不同長者需要。

### EasyHome Services

Provides comprehensive elderly services to cater for the needs of our senior citizens and their families.

# 協會架構

## Organizational Chart



# 執行委員會成員名單

## List of Executive Committee

更新至2014年4月30日 (As of 30 April 2014)

執行委員會 Executive Committee		
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, JP	Dr. Alice T.F. Yuk, JP
義務司庫 Honorary Treasurer	羅致光博士, SBS, JP	Dr. C.K. Law, SBS, JP
委員(董事) Members	鄭子祐先生 張國柱議員 張惠君女士 方保僑先生 何國輝先生 黎定基先生 林旭華先生 梁國輝先生 羅 就先生 聶揚聲先生	Mr. Thomas T.Y. Cheng The Hon. Mr. Peter K.C. Cheung Ms. W.K. Cheung Mr. Francis P.K. Fong Mr. Morris K.F. Ho Mr. Stanislaus D.K. Lai Mr. Peter Y.W. Lam Mr. Tony K.F. Leung Mr. C. Lo Mr. Peter Y.S. Nip
<b>列席 In-attendance</b>		
行政總裁 Chief Executive Officer	梁淑儀女士	Ms. Irene S.Y. Leung
總經理 General Manager	關雪梅女士	Ms. Daisy S.M. Kwan
行政辦公室經理 Executive Manager	林 潔女士	Ms. Calvina K. Lam
秘書 Secretary	林慧雲女士	Ms. Wandy W.W. Lam

# 小組成員名單

## List of Sub-Committees

更新至2014年4月30日 (As of 30 April 2014)

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 計明華先生 黎定基先生 李繼雄先生 李華明先生, SBS, JP 羅 就先生 馬錦華先生, JP 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. Mr. Peter K.C. Cheung Mr. M. W. Kai Mr. Stanislaus D.K. Lai Mr. Kennedy K.H. Lee Mr. Fred W.M. Li, SBS, JP Mr. C. Lo Mr. Timothy K.W. Ma, JP Mr. Ricky K.K. Ng Mr. Peter Y.S. Nip Mr. James M.T. Wong
<b>列席 In-attendance</b>		
總經理 General Manager	關雪梅女士	Ms. Daisy S.M. Kwan
社區參與(籌款)高級經理 Senior Manager, Community Engagement (Fund Raising)	梁賜生先生	Mr. Samuel Leong
社區參與高級經理 Senior 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, SBS, JP	Dr. C.K. Law, SBS, 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
<b>列席 In-attendance</b>		
總經理 General Manager	關雪梅女士	Ms. Daisy S.M. Kwan
副總經理 Assistant General Manager	楊愛儀女士 (秘書)	Ms. Cindy O.Y. Yeung (Secretary)

# 管理團隊

## The Management



1. 梁少筋先生 資訊及通訊科技高級經理  
Mr. Eric S. F. Leung, Senior Manager, Information Communication Technology
2. 陳美寶女士 社區參與高級經理  
Ms. Mabel M. P. Chan, Senior Manager, Community Engagement
3. 袁佩儀女士 企業事務經理  
Ms. Esther P. Y. Yuen, Corporate Affairs Manager
4. 劉麗君女士 市場部高級經理  
Ms. Quinny L.K. Lau, Senior Manager, Marketing & Channels
5. 楊愛儀女士 副總經理  
Ms. Cindy O. Y. Yeung, Assistant General Manager
6. 梁潔如女士 人力資源經理  
Ms. Kittee K. Y. Leung, Human Resources Manager
7. 梁淑儀女士 行政總裁  
Ms. Irene S. Y. Leung, Chief Executive Officer
8. 吳家文先生 技術支援服務高級經理  
Mr. Keith K. M. Ng, Senior Manager, Technical Services
9. 關雪梅女士 總經理  
Ms. Daisy S. M. Kwan, General Manager
10. 李淑玲女士 支援長者業主外展服務項目經理  
Ms. Tammy S. L. Lee, Project Manager, Outreach Support Service for Elderly Owners
11. 梁少芬女士 財務高級經理  
Ms. Conny S. F. Leung, Senior Manager, Finance
12. 林潔女士 行政部經理  
Ms. Calvina K. Lam, Administration Manager
13. 梁賜生先生 社區參與(籌款)高級經理  
Mr. Samuel Leong, Senior Manager, Community Engagement (Fund Raising)



### 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	Ir. 鄭利明博士, MHKIE 鄭子祐先生 曹炳豪先生 范思樂女士 方保僑先生 馮錫良先生 葉希盛先生 黎定基先生 李錦鴻先生 李振培先生 莫乃光議員 楊和生先生	Ir Dr. L.M. Cheng, MHKIE Mr. Thomas T.Y. Cheng Mr. P.H. Cho Ms. Phoebe S.L. Fan Mr. Francis P.K. Fong Mr. Michael S.L. Fung Mr. David H.S. Ip Mr. Stanislaus D.K. Lai Mr. Edward K.H. Lee Mr. Tony Lee The Hon. Mr. Charles Peter Mok Mr. W.S. Young
<b>列席 In-attendance</b>		
總經理 General Manager	關雪梅女士	Ms. Daisy S.M. Kwan
技術支援服務高級經理 Senior Manager, Technical Services	吳家文先生	Mr. Keith K.M. Ng
資訊及通訊科技高級經理 Senior Manager, Information Communication Technology	梁少筋先生 (秘書)	Mr. Eric S.F. Leung (Secretary)
產品發展經理 Manager, Product Development	湯毅先生	Mr. Lawrence N. Tong

### 長訊編輯委員會 Editorial Board of Golden Age Magazine

召集人 Convenor	聶揚聲先生	Mr. Peter Y. S. Nip
委員 Members	張國柱議員 張惠君女士 何國輝先生 林桂霞女士 林旭華先生 李繼雄先生	The Hon. Mr. Peter K.C. Cheung Ms. W. K. Cheung Mr. Morris K. F. Ho Ms. K. H. Lam Mr. Peter Y. W. Lam Mr. Kennedy K. H. Lee
<b>列席 In-attendance</b>		
總經理 General Manager	關雪梅女士	Ms. Daisy S. M. Kwan
企業事務經理 Corporate Affairs Manager	袁佩儀女士 (秘書)	Ms. Esther P. Y. Yuen (Secretary)



# 協會與服務歷年獎項

## Awards of the Years

### 長者安居協會 Senior Citizen Home Safety Association

- 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
- 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
- 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)

### 「平安鐘®」及「管家易」服務 Personal Emergency Link® Service and EasyHome Services

- 2011 傑出社會企業獎
- Outstanding Social Enterprise Award 2011

### 「隨身寶®」服務 Mobile Link Service®

- 2010 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
- Winner of the WSA 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 - Hong Kong ICT Award (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



### 「管家易」聯絡及通訊系統 EasyJob ICT System

- 2010 科技大獎銅獎
- 2009 年香港資訊及通訊科技獎
  - 最佳無間斷網絡 (流動企業應用方案) 銀獎
  - 最佳數碼共融 (服務) 銀獎
- 2010 Technology Award Bronze Award
- Hong Kong ICT Award (2009)
  - Best Ubiquitous Networking Award (Mobile Enterprise Solution) Silver Award
  - Best Digital Inclusion (Service) Award Silver Award

### 康訊通 Tele-health Link

- 2008 年香港資訊及通訊科技獎
  - 最佳公共服務應用 (小型項目) 金獎
- Hong Kong ICT Awards (2008)
  - Best Public Service Application (Small Scale Project)



### 耆安鈴愛心提提您 Elder Ring Care Reminder Service

- 2008 – 2009 環保「友」道企業大賞
  - 用家友善獎
- Environmental Protection and Friendly Business Award
  - User Friendly Award (2008-2009)

### 耆安鈴電話慰問服務 Elder Ring Caring Call Service

- 工商機構創意義工服務計劃冠軍 (2003)
- The Champion - Innovative Volunteer Service Project Cooperation of Cooperate Volunteer Team (2003)



# 協會年度重要紀事

## 2012-2013 Service Timeline



2012年11月 — 長者日推廣活動「轉個角度睇長者」  
November 2012 — "Seeing the Beauty in the Old"  
Brand Building Campaign



2012年12月 — 新一代「平安手機®」服務推出  
December 2012 — The Launch of New Generation Safety Phone Service



2013年3月 — 愛民新總部開始投入服務  
March 2013 — New Headquarter in Oi Man Estate Begins its Operation



2012年6月 — 「隨身寶®」服務升級：「智安心」服務推出  
June 2012 — Mobile Link Service upgrade: The Launch of e-See Find Service



2012年12月 — 協會與香港天文台合作更新「關顧長者天氣資訊」網頁  
December 2012 — SCHSA and The Hong Kong Observatory have joined hands to revamp the "Weather Information for Senior Citizens" web page



2013年2月 — 獲選為「我最喜愛的五大社企」  
February 2013 — Elected as One of the "Top Five Favourite Social Enterprises"



2013年5月 — 與商界夥伴合作推出「智平安」及「e體健」服務  
May 2013 — The Launch of e-Care Link and eSmartHealth Services



2013年8月 — 協會賣旗日  
August 2013 — SCHSA Flag Day

# 踏進新里程

## Reaching a New Milestone

長者安居協會賽馬會愛民中心投入運作  
The Opening of SCHSA Jockey Club Oi Man Centre



協會位於何文田的新總部佔地逾四萬呎，應付未來十年的發展。  
SCHSA's new HQ covers a floor space of over 40,000 sq ft to support its development over the next decade.

協會成立超過17年來，貫徹透過科技應用、以人為本的服務理念，為長者提供一系列的「平安服務」，將平安延伸至社會每個角落。協會獲得香港賽馬會慈善信託基金的資助，位於何文田的新總部—長者安居協會賽馬會愛民中心，於2013年3月開始投入運作，配合協會未來十年的發展需要，更致力推展實踐「跨代共融」，推動社會各界一同攜手建立新時代長者的正面形象。

位於何文田愛民廣場的新總部樓高三層，佔地逾四萬三千平方呎，設施除包括全新全天候支援「平安服務」使用者的24小時呼援及關懷服務熱線中心外，亦將設有全港首創、以青年人為對象的「賽馬會『生命·歷情』體驗館」，讓參加者透過互動歷程，體驗人生不同階段及生命意義，進而愛惜光陰及對身邊長者建立尊重。另外，新總部亦設有名為「賽馬會銀齡館」的開放空間，讓活躍好動的銀齡人士利用館內設施，參與各種創新及多元化活動。

長者安居協會賽馬會愛民中心的投入運作，象徵著協會的發展踏入新里程。協會將透過提供高質素的「平安服務」，全天候24小時照顧新一代銀齡人士需要。同時，協會於新年度將開展「愛·留聲」心聲輯錄及「長者生命故事」個人化印書等新服務，以嶄新角度建構與社區各界互動聯繫的社區參與平台。

Since its inception 17 years ago, SCHSA has offered a series of Safety Services to senior citizens, extending its safety network to every corner of the society as part of its commitment to serving the elderly with cutting-edge technology. Sponsored by the Hong Kong Jockey Club Charities Trust, SCHSA's new headquarters, known as SCHSA Jockey Club Oi Man Centre, started operation in March 2013 in Ho Man Tin. Geared to SCHSA's development over the next decade, the new head office has created a platform for SCHSA to fulfill its commitment to connecting different generations and joining forces with various sectors to boost the profile of elders in the new era.

Located in Oi Man Plaza in Ho Man Tin, our new headquarters covered a floor space of 43,000 square feet. In addition to the 24-hour call & care centre for safety service users, the new head office comprises a Jockey Club Life Journey Centre, the first of its kind in Hong Kong for young visitors to experience the process of ageing and explore the true meaning of life. The ultimate aim is to promote the messages of treasuring our lifetime and respecting the elderly. The new headquarters also houses Jockey Club Silver Age Centre, an open space designed to provide a diverse range of innovative activities for active seniors.

The opening of SCHSA Jockey Club Oi Man Centre marked a new milestone for SCHSA. SCHSA will offer high-quality Safety Services to cater to the needs of the new-generation senior citizens on a 24/7 basis. In addition, SCHSA will launch a series of new services such as "A Message for My Beloved" and "Life Book" to build a new platform for communication with different communities.



協會新總部毗鄰愛民邨，設計師特意將整個總部打造成簡約而充滿懷舊風格的工作間，與愛民邨社區情懷一脈相承，從而帶出協會工作緊扣社區生活，無間斷傳遞平安。

Adjacent to Oi Man Estate, SCHSA's HQ is designed to provide a simple and antique workspace that fits perfectly into the local time-honored community in the estate. This also reflects SCHSA's commitment to community life and safety.



除包括支援「平安服務」使用者的全新24小時呼援及關懷服務熱線中心外，新總部亦設有開放空間「賽馬會銀齡館」及全港首創的賽馬會「生命·歷情」體驗館等新設施，以嶄新角度促進實踐跨代共融。

In addition to a new 24-hour call & care centre for safety service users, the new HQ comprises Jockey Club Silver Age Centre and Hong Kong's first Jockey Club Life Journey Centre to promote the concept of connecting different generations from a new perspective.

# 讓平安文化家傳戶曉

## Promote Peace of Mind Among the General Public

品牌及宣傳策略

Brand Communication Strategy



「轉個角度睇長者」的品牌活動透過跳脫表達手法，推動建構跨代共融。

The "look at the elderly from a new perspective" branding campaign promotes the bond between different generations through innovative ways.

繼上年度推出全新營銷策略後，協會於本年度繼續推出多個重點品牌及服務的推廣計劃，帶出「平安」作為人人珍視的價值從而推動「代代平安」、「跨代共融」的關愛文化。協會於報章、電台、社交網站及港鐵車廂等媒體作綜合宣傳，積極推動「平安文化」新角度。在此，協會衷心感謝不少傳媒及商業機構的認同，提供不同類型的贊助。

Following the implementation of a new marketing strategy in 2012, we continued to launch a series of brand and service promotion programs during 2013 as part of our effort to highlight the value of safety and promote a caring culture that builds on the core values – "peace of mind" and "connecting different generations". We promoted the new perspectives of safety culture on newspapers, radio & TV stations and social networking websites and in MTR. Now, we would like to extend our sincere thanks to numerous media and business organizations for their various types of donations and support.



協會於不同媒介開展品牌推廣活動。

We promote our brand through various media channels.

協會於2012年的長者日啟動建立品牌活動，以跳脫清新的創作新概念，鼓勵公眾「轉個角度睇長者」，以無界限、具創意的的方法與長者慶祝，推動建構「跨代共融」社區。

除此之外，承接上年度父母親節推廣活動的成功，本年度協會再接再厲，於父母親節分別透過發人深省的提問：「擁有自己的事業卻沒有24小時照顧父母？怎麼辦？」及「擁有自己的家就沒有24小時照顧父母？怎麼辦？」，帶出給父母親365天平安關懷的重要性。在2013年暑假期間，協會與八達通合作推出「年紀略大 機械不壞」宣傳計劃，帶出新世代銀齡一族活躍正面的一面。

協會一系列的品牌活動及宣傳策略獲得社會極大迴響，除了令漸受新一代長者所喜愛的「平安手機」服務更廣為人知，從而帶動協會服務使用者人數再次上升以外，更推動年輕一代用心關愛長者的正面意識。

On Senior Citizen's Day 2012, we launched a fresh and innovative branding campaign to encourage the general public to "look at the elderly from a new perspective". The aim of the campaign was to promote communities that connect different generations by celebrating the day with the elderly in innovative ways.

Following the success of our promotional activities on the Mother's Day and Father's Day 2012, we raised inspiring questions again this year: "What shall I do if I can't afford to take care of my parents all day long because I have to work?" and "What shall I do when I have my own family and can't look after my parents all day long?" These questions underscore the importance of keeping our parents safe 365 days a year. During the 2013 summer vacation, SCHSA and Octopus jointly organized an "Old Yet Ever Young" promotional program to highlight the active and positive character of the new-generation elders.

Our series of branding and promotional activities have resonated among the general public. In addition to increasing the popularity of our "Safety Phone" service that remains highly popular with the new-generation elders and attracting more service users, we have inspired the younger generation to care for the elderly.



無間斷的服務與品牌推廣，帶動「平安服務」廣為人知，亦推動協會的服務使用者人數上升。Our continued efforts in service and brand promotion have made our safety service package widely known and helped us expand the service user base.



## 我的孩子...



## 母親的期盼。

懷胎十月，過程總是既痛苦且喜，驚怕生病會影響你們的成長，天天擔心你們不夠營養；但你們在我的肚皮的跳動總令我開懷微笑。

我的天職就是餵養你們，看著你們一天一天的成長，就是我的驕傲。心想孩子呀，我能陪伴你們多少年？

你們第一天上學，強迫離開你們牽著我衣角的小手，眼淚是不受控制的流著。放學時你們抱著我的那一刻，我擁抱的就是我整個的世界。

上了小學，你們已開始拍大人，學獨立，不願再依著我，甚至喜歡跟我對著幹，唱反調；我只可對你們不厭其詳地重複，不要爭辯、不要爭辯，其他的我什麼都願意去接受。

擁有多采多姿中學生活的你們，有了自己遑遑的生活圈子，我常提醒自己要給你們最大的空間去成長。每天繼續的，就是你們會早飯回家，一家人可以坐下來一起吃飯。

畢業後，你們的事業永遠是家中聽聞的，時間不容易安排，偶然才能等到你們有空回家一趟，我已開始適應了家中再沒有你們的沉默。你們知道嗎？我已懂得得而求其次，你們電話中的聲音，隨筆一句的問好就已經是我半天的開心。

今天你們已建立了自己的事業和家，給我與大的欣慰，朋友面前談起是津津樂道。無奈，一天廿四小時，你們要應付的事務又那麼多……不要擔心媽媽，我會懂得照顧自己。孩子，願你們也要懂得好好照顧自己吧！

擁有自己的事業，擁有自己的一個家，就沒有24小時照顧父母，怎麼辦？給母親365天平安關懷，就是最好的答謝！

7月2日前，新用戶成功登記及啟動「平安手機」服務，可獲 \$300 購物券。  
(5月13日前登記，更可額外獲贈 \$100 高戶黃金禮券\*)

## 爸爸也會給人罵...長大後才知道



## 懷念爸爸還當法官的童年。

小時候有一段時間很怕見到爸爸，經常希望他多些加班，遲點才回家。他是個嚴父中的嚴父，吃東西時嘴巴一定不會發出聲音，孩子時貪睡一定不聽話向大人，早上一定要叫早醒，晚上一定不可以超過十點睡覺……他製成了很多的法例，有時候，媽媽媽也會覺得他太不近人情。他不在家的時候，我們都叫他法官。晚上有時他會很晚才回家，還要自己一個人吃飯，我們偷偷的叫他爸爸，而不會叫他法官。

只要我們犯了錯法官就知道了，我們就要接受受審，地點就在洗手間裡，少則打三下手板，多則六下，大部分case我總覺得案情冤枉，但又沒有口辯真、辯錯比我清楚，要接受受審罰。我怕他，不怕他，怕手是本能，有一次我偷吃餅乾，法律不允許體罰的，我可以打999報警，他罵得厲害，罰多了我罵下，我們就是在這種有極有極的法律制度下長大，不懂法官的爸爸會說故事，帶我們行山，教我們游泳，他不愛坐山車，可是只要爸爸一罵「法官沒審吧」，他會帶我們一起去游泳，每次坐完山車，爸爸總不說一句話，臉色再白得像一張紙。

這幾年後，爸爸對他沒有那麼嚴厲了，剩下我一個人的問題，有一天起他告訴他其實爸爸不只會罵我們，工作上他也會受罰，也會被罵，我真的不相信我們的父親也會被罵，那有法官會給人罵的呢？

父親退休了，我也長大了，不再需要罰板了，有了自己的工作，就要清楚爸爸一生為我們，承受了很多工作上的壓力，承受了不少的委屈，小時候他磨木尺的手，磨上凸起的青筋，今天想起來，還是那白得被罵為何需要那麼大的氣，可能我知道，假如有一天要結婚了，還會有自己的兒女，我可以像爸爸父親一樣，想像爸爸更想像爸爸的丈夫嗎？

謝謝法官大人，謝謝爸爸！

擁有自己的事業，擁有自己的一個家，就沒有24小時照顧父母，怎麼辦？給父親365天平安關懷，就是最好的答謝！

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## 仲有邊個字 可以信得過？

# 誠

平安的一分鐘 背後就是靠這個字

誠就是承諾，誠就是履行，誠就是做到，誠就是團隊對價值的認同。有這樣的共同信念，我們才可以結合服務理念和科技，提供整套平安手機服務，使我們的長者可以自由自在地遨遊港九，與家人團圓賞月歡渡中秋。

有了誠才能有信，我們不分晝夜地去堅守每一分鐘，為香港的銀髮一族，為香港的孝順仔女帶來無限的安心和信心。



由即日起至10月15日，於優惠期內登記及成功啟動「平安手機」服務之新用戶，即可獲：

長者送你八連通乙張\* (內附\$50購物券)  
首100名新用戶，額外獲贈 \$200儲值額

立即上 [www.schsa.org.hk](http://www.schsa.org.hk)  
網上登記加送 \$50 超市禮券!

查詢熱線：  
**2338 8312**  
網上登記：  
[www.schsa.org.hk](http://www.schsa.org.hk)

一呼即應  
**one2free**  
PREVIEW ONLY

平

天天平安

出入平安

平安手機傳送 365天的平安與孝心

要盡孝心，可以送父母長輩一個盡享天天平安的平安手機服務，令他們得到24小時緊急支援及關懷服務，尊享365天的平安。

安

媽媽平安

爸爸平安

處處平安

買餸平安

## 天氣冷了，記得多穿一件衣服！

這是小時候爸爸媽媽在冬天時常說的一句口頭禪。多年後的今天，也是我給爸爸媽媽說的一句口頭禪。可是，有一些香港的老人家卻遺忘了如何避過寒冬。這是一群帶在社會的歡笑中給遺忘了的香港人。他們年老、貧病、殘疾、無依，他們渴望被關懷，期望聽到一句問候，「天氣冷了，記得多穿一件衣服！」

1996年，長者安居協會因一寒冷冬季而生。至今十載，不分四季春夏秋冬，透過「平安鐘」、「平安手機」及「隨身寶」服務，關懷香港的長者，為家人帶來安心。

**長者安居協會 2012+**  
粵語熱線：2338 8312  
3005年大馬路德輔道中100號  
3001年大馬路德輔道中100號(太古廣場中庭)

請支持良心消費，讓協會與你攜手推動平安文化：  
即日起至1月13日，首200名成功登記並啟動「平安手機」服務的新用戶，可獲贈樂光百貨\$200購物禮券\*，讓你向家中長者送上一份溫暖的心意。

查詢熱線：  
**2338 8312**

網上登記：  
[www.schsa.org.hk](http://www.schsa.org.hk)

一呼即應  
**one2free**

在母親節與父親節期間，協會於報章刊登跨頁廣告推廣服務。  
SCHSA launches double-page advertisements in newspapers during Mothers' Day and Fathers' Day to promote "Safety Services".

# 服務發展 - 戶外服務升級

## Service Development - Outdoor Service Upgraded

新一代「平安手機<sup>®</sup>」服務面世  
New-generation Safety Phone Service Unveiled



用戶可隨時啟動機背上的「平安掣」，聯絡協會的呼援及關懷服務熱線中心，取得即時緊急援助或查詢生活資訊。  
When necessary, users can push the "Safety Button" on the back to contact our Call & Care Service Centre for emergency service and everyday life information.

協會「平安服務」17年來為全港長者及有需要人士提供由戶內到戶外全面而貼心的支援。協會於2010年推出「平安手機<sup>®</sup>」服務以來，深受用戶及愛護長者的家人歡迎。在本年度，協會推出新一代「平安手機」服務，全面緊貼銀齡人士的生活模式，長者外出進行各樣活動時令自己和家人都倍感安心。

Our Safety Services have provided Hong Kong's senior citizens and those in need with comprehensive support services within or outside home over the past 17 years. Since its launch in 2010, the Safety Phone service has been well-received by elderly users and their families. During the year, we launched a new generation of Safety Phone service which, tailored for the elderly lifestyle, reassures senior citizens and their family members when the elders are outdoor.

新一代「平安手機」支援3G流動通訊網絡，配合更多樣化功能及更輕巧，全面支援新一代銀齡人士隨著社會轉變愈見多姿多采的生活模式。用戶可隨時啟動機背上的「平安掣」，聯絡協會的呼援及關懷服務熱線中心，除獲得緊急呼援服務外，亦可查詢日常生活及活動資訊，例如天氣狀況變化提示、問路或提供交通資訊等等，令活躍於社交活動的長者可以隨時得享適時協助之餘，服務亦為工作忙碌的家人提供一個關愛家中長者的安心選擇。

Operating on the 3G mobile communication network, the new Safety Phone is slimmer and more powerful, catering to the active lifestyle of the elderly in this ever-changing world. Whenever necessary, users can press the "Safety Button" on the back of their devices to contact our Call & Care Service Centre for emergency assistance, everyday life information such as weather and traffic information or even the direction to a certain place. In addition to providing active elders with timely assistance, the service eases the concerns of their working families and ensures their peace of mind.

### 新一代「平安手機」服務重點：

- 可隨時啟動機背的「平安掣」，聯絡呼援中心詢問資訊(例如：問路)，或於有需要時作緊急求助
- 特大鍵盤，方便撥號及以短訊聯絡親友
- 語音提示，讀出來電者名稱、短訊及撥號號碼
- 提示約會時間、生日等重要日期
- 隨身娛樂：無須耳筒，收聽收音機廣播
- 使用者在戶外活動時，家人可因應需要聯絡協會之呼援及關懷服務中心，透過網絡提供商提供無限次「位置搜尋」服務，查詢主機大約位置

### Highlights of the new-generation Safety Phone service:

- Allows users to press the "Safety Button" on the back to contact the Call & Care Centre for inquiries (e.g. asking direction) or emergency assistance when necessary;
- Outsized keypad to facilitate dialing and texting;
- Voice prompts to read out the caller's name, short messages and dialed numbers;
- Reminds the elderly about important days such as dates of appointment and birthdays;
- Fun at hand: enables users to listen to the radio without an earpiece
- When users are out, their family members can contact the Call & Care Centre to locate the users through the "Location Search" from a network operator when necessary.



新一代「平安手機」支援3G流動通訊網絡，配合更多樣化功能及更輕巧，全面支援新一代銀齡人士生活。  
Operating on the 3G mobile communication network, the new Safety Phone is slimmer and more powerful, catering to the active lifestyle of the elderly.



# 服務發展 - 跨平台合作延展平安

## Service Development - Cooperating Across Platforms

推出「智平安」與「e体健」服務  
e-Care Link and eSmartHealth Services



協會行政總裁梁淑儀女士(右)及香港電訊個人客戶業務董事總經理吳永豪先生(左)於記者會上，共同為是次跨界別合作主持啟動儀式。  
Ms. Irene Leung Shuk-ye, SCHSA's Chief Executive Officer (right) and Mr. Ringo Ng Wing-ho, Managing Director of HKT's Consumer Group (left) jointly host the opening ceremony for the cross-sector partnership at the press conference.

近年資訊科技的發展讓新一代活躍長者與智能科技關係愈趨密切，為回應銀髮市場需求，協會與PCCW-HKT攜手，將「平安文化」與科技結合，推出創新服務「智平安」服務及「e体健」護士關懷服務。為隆重其事，協會與PCCW-HKT合作於2013年4月29日舉辦記者會，公佈是次跨界別策略性計劃。

The IT boom in recent years has made smart technologies increasingly popular among the new generation of active elders. Geared to the needs of the elderly care market and in partnership with PCCW-HKT, we have developed a series of innovative services such as e-Care Link Service and eSmartHealth Service to marry safety with technology. To mark the launch of these services, SCHSA and PCCW-HKT jointly announced this cross-sector strategic program at the press conference held on 29 April 2013.

### 「智平安」服務 24小時全面關懷長者

於PCCW-HKT提供的「eye家居平板電腦」上按「智平安」標誌，即可直駁至長者安居協會24小時呼援及關懷服務熱線中心，讓家中長者可即時查詢資訊或尋求支援。

### e-Care Link Service provides 24-hour care for the elderly

Elders at home can simply tap the "e-Care Link" icon on the "eye Home Tablet" provided by PCCW-HKT to connect to SCHSA's 24-hour Call & Care Service Centre for real-time information and support.

### 「e体健」護士關懷服務 細心監測血壓及血糖水平

透過「eye家居平板電腦」及PCCW-HKT的雲端管理服務記錄服務使用者的血壓及血糖數據，再由協會註冊護士提供遙距健康監察。當用戶有關數據出現異常時，協會將聯絡用戶或其家人作出跟進。

### eSmartHealth Service closely monitors blood pressure and sugar blood level

Based on the blood pressure and sugar blood data recorded by eye Home Tablets and saved at PCCW-HKT's cloud service, SCHSA-registered nurses provide remote health monitoring service for service users. We will contact users or their family to follow up on the situation when a user's data appear abnormal.



在由PCCW-HKT提供的「eye家居平板電腦」上可一按「智平安」標誌，即可直駁至長者安居協會24小時呼援及關懷服務熱線中心，讓家中長者可即時查詢資訊或要求支援。

Elders at home can simply tap the "e-Care Link" icon on the "eye Home Tablet" provided by PCCW-HKT to connect to SCHSA's 24-hour Call & Care Service Centre for real-time information and support.

### 「e体健」護士關懷服務 細心監察血壓血糖水平



HKT 智誠為您

PCCW 誠信為您

協會註冊護士為「e体健」用戶提供遙距健康監察。  
SCHSA-registered nurses provide remote health monitoring service for eSmartHealth Service users.

# 服務發展 - 「隨身寶<sup>®</sup>」服務再升級

## Service Development - Mobile Link Service Upgraded Again

推出「智安心」智能手機應用程式  
e-See Find App



「隨身寶」的「一掣式」型號簡單易用，讓使用者可享有24小時戶外全方位的貼心支援。  
Mobile Link is easy to use, offering a complete range of 24-hour outdoor support services for users.

「智安心」應用程式讓家人隨時輕鬆查閱用戶的「隨身寶<sup>®</sup>」之主機位置，倍添安心。  
The "e-See Find" application enables family members of the Mobile Link users to find the locations of the users anytime, assuring the peace of mind of their family members.

「隨身寶<sup>®</sup>」服務自2008年推出以來，一直為有需要長者提供24小時戶外支援及關懷服務。隨著智能手機應用愈趨普及，協會亦與時並進，將現有「隨身寶」服務再升級，特別為用戶家人研發推出全新智能手機應用程式「智安心」(e-See Find)。

「智安心」應用程式採用移動定位技術作搜尋，讓家人可隨時隨地透過已安裝「智安心」應用程式的智能手機，於需要時查閱用戶的「隨身寶<sup>®</sup>」之主機位置，大大減低家人對照顧長者的壓力，倍添安心。

「隨身寶」用戶更可一按直駁協會24小時呼援及關懷熱線中心，取得即時援助；除此之外，「隨身寶」附設位置搜尋功能，及特設遙控響號提醒附近途人向使用者提供即時協助。服務為長者提供貼身的適時支援及關懷，令平安從戶內到戶外無間斷。



Since its launch in 2008, Mobile Link has provided the elderly in need with 24-hour outdoor support and caring services. In tandem with the increasing popularity of smart phone applications, we have upgraded the existing Mobile Link service by developing the "e-See Find" application for the users' family members.

Powered by mobile positioning technology, e-See Find enables family members of the Mobile Link phone users to find the locations of the users anytime anywhere through smart phones equipped with the e-See Find app, significantly easing the burden of looking after elders and reassuring peace of mind of their family members.

Mobile Link users can call our 24-hour Call & Care Centre for immediate support. In addition, the Mobile Link device provides a location search feature as well as remote alerts that enable prompt assistance from passersby. The service offers timely and complete support and care for the elderly to extend the safety network beyond homes.

# 服務發展 - 專注照料長者家居需要

## Service Development - Catering to Home Care Needs of the Elderly

「管家易」服務  
EasyHome Services

「管家易」服務致力為全港銀齡人士提供各項優質家居照顧服務，無論是體健或體弱長者，「管家易」服務都能按個別需要，提供最妥貼照顧，讓長者可隨心選擇在社區過著有質素的晚年生活，達至「居家安老」。

本年度「管家易」服務致力推廣長者家居照顧，可安排認可保健員、起居照顧員或專業推拿師，為需要長期、短期或突發性家居照顧的長者提供全面的到戶家居照顧服務，家人可放心讓長者留在家中。

EasyHome Services are dedicated to offering a wide variety of high-quality residential care services for Hong Kong's senior citizens. The service package customizes the most suitable care services for individual elders with or without health concerns and caters to the seniors' needs to live a quality life at home in their own communities.

During the year, the service program seeks to promote residential care for the elderly by assigning certified health workers, personal care attendants or professional massage therapists to offer a complete range of home care services for elders who need long-term, short-term or temporary home care. With this service, family members can be rest assured that elders staying at home are well taken care of.



# 服務發展 - 擴大服務層面 全面支援長者面對舊樓收購

## Service Development - Service Extended to Support Elders Facing Old Properties Compulsory Acquisitions

支援長者業主外展服務  
Outreach Support Service for Elderly Owners

政府發展局自2011年1月起委聘協會推出「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全面關顧。本服務的專業社工於本年度共舉行38場公開講座、355次樓宇宣傳及進行了1161戶家訪。

協會於2013年2月更獲發展局的委聘，協助《土地(為重新發展而強制售賣)條例》「調解先導計劃」進行服務宣傳及教育，除了向受《條例》影響的業主推廣有關計劃外，更向逾一百名合資格的調解員提供調解訓練。

此外，協會亦繼續獲得市區重建局委託，為有意申請該局需求主導重建項目(先導計劃)和中介服務(先導計劃)的業主提供諮詢服務，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, the Development Bureau of the Hong Kong government has commissioned SCHSA to launch "Outreach Support Service for Elderly Owners". The service is designed to provide a complete suite of care and support services for 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. During the year our social workers organized 38 public seminars, 355 outreaching events and 1161 family visits.

As commissioned by the Development Bureau, we assisted the Pilot Mediation Scheme for Land (Compulsory Sale for Redevelopment) Ordinance in service promotion and education in February 2013. In addition to promoting related schemes to the owners affected by the Ordinance, we have offered mediation training for more than 100 qualified mediators.

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



支援長者業主外展服務團隊向有需要的長者業主提供個案支援。  
Our outreach support service team for elderly owners offers customized support for those in need.



協會向合資格的調解員提供強拍調解訓練講座。  
SCHSA holds a training session on Pilot Mediation Scheme under Land (Compulsory Sale for Redevelopment) Ordinance for qualified mediators.

# 服務發展 - 讓平安向海外延展

## Service Development - Extending Safety Across the Border

### 海外顧問服務 Overseas Consultation Service

隨著各地面對人口老齡化的挑戰，協會多年前已透過提供海外顧問服務，先後協助上海、廣州、深圳、澳門及成都等地開展類似「平安鐘®」的呼援及關懷服務，以提升各地居家安老的效益，使當地長者可於熟悉的社區過著有質素的晚年生活。

在協助成都「長者通」服務於去年度正式營運後，本年度協會繼續為該機構的服務人員作出各項相關的在職培訓，進一步提升其服務質素。在長者通各人員的努力及錦江區政府的支持下，服務使用者已超過一萬人，並延伸出多種居家服務，如健康諮詢、家政服務、義工慰問等。此外，作為成都錦江區老齡辦的老齡服務顧問，協會本年度亦先後與當地的長者服務人員進行培訓及交流，以協會於香港的服務經驗和知識協助推動當地老齡服務的發展。

於2013年5月，協會首次參與於上海舉行之第八屆中國國際養老及復康醫療博覽會。來自國內各省市的人士，通過是次博覽會加深了對協會海外顧問服務的認識，並增進了相互交流。

Facing the challenges of an aging population worldwide, we have assisted Shanghai, Guangzhou, Shenzhen, Macao and Chengdu in launching Call & Care services by providing overseas consultation service to our counterparts over the years, to facilitate and enhance "aging in place" in these cities and enable local elderly people to live a quality life in their own communities.

After helping set up the Senior Citizen Communication Assistance Centre in Chengdu last year, we continued to provide on-the-job training program for its staff members to improve their professional skills. With the hard work of the centre's staff and the support from the Jinjiang District Government, the centre has more than 10,000 service users and has expanded its scope of service to include a wide variety of home services such as health consultation, household service and volunteer visit. As the service advisor for the Chengdu Jinjiang Committee on Ageing, we provided training for their elderly service staff members during the year and exchanged views on elderly services, in order to boost the local elderly care service by leveraging our service experience and knowledge established in Hong Kong.

In May 2013, we exhibited at the 8th China International Exhibition of Senior Care, Rehabilitation Medicine and Healthcare (China Aid 2013), in Shanghai for the first time. The exhibition enabled visitors from mainland China to learn more about the overseas consultation service of SCHSA and promoted the interaction among all participants.



協會為成都錦江區老齡服務及成都「長者通」服務人員提供培訓。

SCHSA provided training for the staff members of Chengdu Jinjiang Committee on Ageing and the Senior Citizen Communication Assistance Centre of Chengdu.



協會於在上海舉行的第八屆中國國際養老及康復醫療博覽會設立攤位，讓參觀者了解協會的居家養老服務及海外顧問工作。

SCHSA exhibited at the China Aid 2013 in Shanghai for visitors to learn about our "Aging in Place" services and overseas consultation services.



社區參與  
Community Engagement

# 齊心捐助 凝聚各界力量

## Uniting All Forces for a Caring Community

籌款活動  
Fundraising Activities



第14屆「秘密天使」關愛長者計劃嘉許禮表揚54間學校參與計劃。  
At the 14th "Secret Angels Elderly Care Program" awards ceremony, 54 schools are honored for their participation.

協會致力透過不同形式的活動籌集善款，讓有需要及經濟困難的長者及人士免費使用協會的「平安鐘<sup>®</sup>」及「隨身寶<sup>®</sup>」服務，獲得24小時的緊急支援及關懷。

本年度，協會首次推出「愛·平安」商界參與計劃，鼓勵企業透過義工服務、慈善捐款及支持社企服務，實踐企業的社會責任，同時結合企業力量回應長者所需。計劃推行首半年即獲得22間企業支持，籌得善款以外，更令更多企業義工支持協會的義務工作。

We have dedicated our time and effort on different forms of fundraising activities to enable the elderly and those in need free access to 24-hour emergency support and care under our PE Link and Mobile Link services.

During the year, we debuted the "Love & Peace of Mind Corporate Engagement Program" to encourage enterprises to fulfill their responsibilities as corporate citizens and cater to the needs of the elderly through volunteer services, donations and support for social enterprises. In the first six months since its launch, were engaged in various fundraising and voluntary activities 22 companies.



慈善籌款特輯《長者安居協會特約：點只救命咁簡單》獲多位藝人支持參與。  
SCHSA fundraising television program, PE Link: More Than Saving Lives, received support from a number of local stars.



學界方面，本年度「秘密天使」助老計劃正式改名為「秘密天使」關愛長者計劃，當中加入更多教育元素，讓學生從中學習如何尊重與關懷身邊長者。第14屆「秘密天使」關愛長者計劃共獲54間中、小學及幼稚園參與，超過1,200名學生透過電話慰問及長者探訪活動，向超過4,300位長者表達關懷，同時亦為協會籌得55萬元善款。

此外，協會慈善籌款特輯《長者安居協會特約：點只救命咁簡單》於無線電視翡翠台播出，共得善款超過200萬元。協會衷心感謝藝人鄭子誠擔任節目主持，以及藝人馬賽、羅蘭及古明華擔任嘉賓，與我們一起探訪不同的慈善計劃受惠者，透過使用者的真實故事引起公眾對香港長者的關注。

協會在社會各界支持下，本年度總共籌得善款1,600萬元。善款主要用於「平安鐘」及「隨身寶」慈善計劃，資助有經濟困難之長者及有需要人士免費享用「平安鐘」及「隨身寶」24小時緊急支援及全面關懷服務。本年度接受「平安鐘」慈善計劃及「隨身寶」慈善計劃資助的人士分別有9,031及1,190人，合共10,221名人士受惠於協會慈善計劃。

協會謹此代表受惠者衷心感謝所有曾經捐款支持協會服務的善心人士、企業、基金會及社會團體。

This year, the "Secret Angels Elderly Sponsorship Program" was renamed "Secret Angels Elderly Care Program" to incorporate more educational elements for students to learn how to respect and care for the elderly. The 14th "Secret Angels Elderly Care Program" has involved 54 secondary and primary schools, and kindergartens. Through caring calls or home visits, over 1,200 students expressed their care to over 4,300 elders. The program also raised HK\$550,000 for SCHSA.

Broadcast on TVB Jade, the SCHSA fundraising television program "PE Link: More Than Saving Lives" raised more than HK\$2 million. We would like to extend our heartfelt thanks to Mr. Cheng Tse Sing, the MC of the program and the guests including Ms. Sire Ma, Ms. Law Lan and Mr. Jerry Koo for joining us in visiting different beneficiaries of the charitable program. By telling real life stories of our service users, the program has drawn the attention of the general public to Hong Kong senior citizens.

With the support from all walks of life, SCHSA raised a total of HK\$16 million last year. Most of the funds raised were allocated to the PE Link and Mobile Link Charitable Program, giving the less affluent senior citizens free access to our 24-hour emergency support and caring services. By the end of 2013, 9,031 and 1,190 (total 10,221) people have been benefited from the PE Link and Mobile Charitable Program respectively.

On behalf of the beneficiaries, we would like to extend our sincere gratitude to all the individuals, companies, foundations, and social groups that have donated to our services!

# 全城齊心參與 Engaging the City

協會賣旗日  
SCHSA Flag Day



全港賣旗日宣傳海報  
Poster for the SCHSA territory-wide Flag Day

協會的全港賣旗日於2013年8月7日順利舉行，當日獲企業、學校、社福機構等92個團體共2,300位義工支持參與，活動亦得到多位星級義工，包括藝人羅蘭、陳志雲、歌手鄧麗欣及徐智勇支持，於中環區手執旗袋向途人賣旗籌款，吸引不少市民慷慨解囊，攜手為長者平安生活出力。

籌備接近半年的賣旗活動，在社會各界全力支持下，籌得善款約270萬，善款用於幫助長者及有需要人士免費使用「平安鐘®」、「隨身寶®」及其他全面支援及關懷服務，以及為協會義工進行培訓及支援。在此衷心感謝各賣旗義工、協助團體、贊助機構及捐款人士，讓有需要長者及人士獲得24小時的平安保障。

協會將於2014年8月6日再次舉行全港賣旗日，盼望能夠繼續得到社會各界支持，讓更多有需要人士受惠。

Held on 7 August 2013, SCHSA's territory-wide Flag Day attracted 2,300 volunteers from 92 companies, schools and social welfare institutions as well as popular stars Ms. Law Lan, Mr. Stephen C.W. Chan, Ms. Stephy Tang and Mr. Terence Chui Chi-iong. With flag bags in hands, the volunteers hawked flags to passersby around Central. Many citizens bought flags to contribute to our initiative of helping the elderly.

Prepared for almost six months, the event raised around HK\$2.7 million with the full support of the community to subsidize PE Link, Mobile Link and other support and care services for the elderly and the needy, and finance training programs for volunteers. We would like to extend our sincere thanks to all the volunteers, supporting groups, sponsors and donors who have helped safeguard the elderly and those in need 24 hours a day.

SCHSA will organize another territory-wide flag day on 6 August 2014. We look forward to receiving continued support from various sectors to benefit more people.



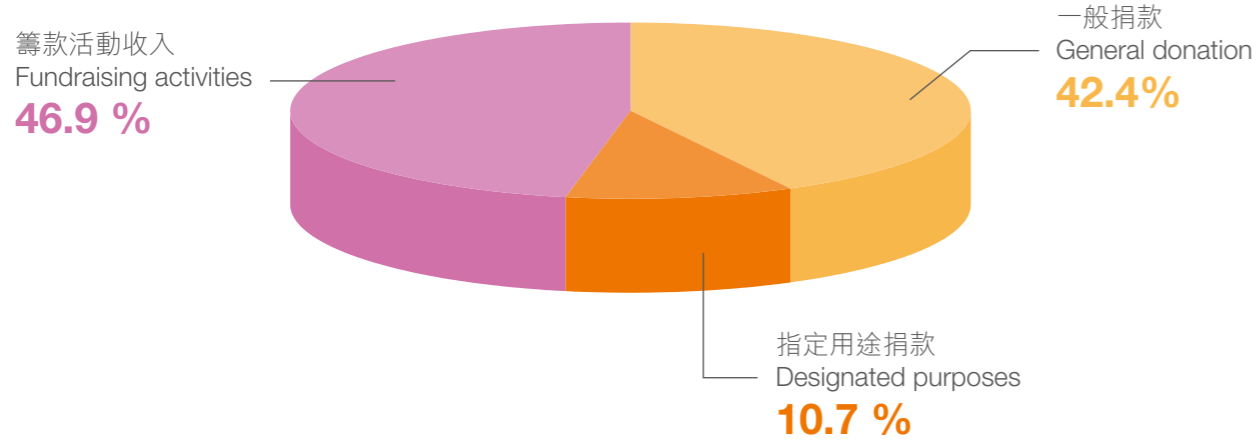
2013年協會全港賣旗日，獲得共2,300位來自各界的義工支持，令平安於社區得以延展。  
At the 14th "Secret Angels Elderly Care Program" awards ceremony, 54 schools are honored for their participation.



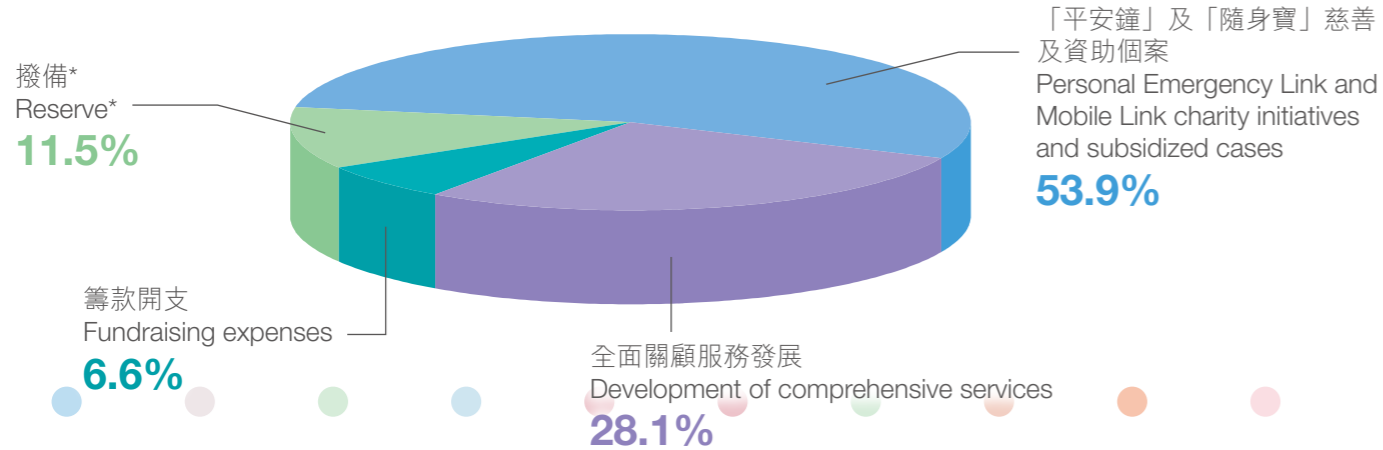
4位星級義工——羅蘭、陳志雲、鄧麗欣及徐智勇落力賣旗之餘，亦為協會宣揚平安文化。  
The four star volunteers Ms. Law Lan, Mr. Stephen Chan C.W., Ms. Stephy Tang and Mr. Terence Chi Chui-iong sell flags and promote "Peace of Mind" notion for SCHSA.

**善款總額**  
Total amount:  
HK\$16,119,559

圖表1：2012-2013年度善款來源 (2012年9月1日至2013年8月31日)  
Chart 1: Sources of Donation (1 September 2012 - 31 August 2013)



圖表2：2012-2013年度善款用途 (2012年9月1日至2013年8月31日)  
Chart 2: Uses of Donation (1 September 2012 - 31 August 2013)



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.



特別鳴謝阮小儀小姐連續第4年擔任協會關愛長者大使，為協會拍攝慈善籌款廣告。  
Special thanks go to Ms. Kitty Yuen for being SCHSA's ambassador for the 4th straight year. She shoots a commercial for SCHSA's fundraising program.



協會獲東瀛遊旅行社有限公司捐款40萬支持「平安鐘®」慈善計劃。  
SCHSA received a donation of HK\$400,000 from EGL Tours for the PE Link charitable program.

# 無私奉獻 與社區互動

## Community Engagement through Selfless Devotion

義工參與  
Volunteers Engagement



不論企業、學界及個人義工，齊齊在農曆正月初七「人日」探訪獨居長者。  
Corporate, school and individual volunteers visit elders who live alone on the 7th day of the first lunar month.

為推動關愛長者及無界限義工服務文化，協會在本年度重新整合企業、學界及個人義工網絡，鼓勵跨平台參與。從幼稚園學生到年屆90歲長者義工，不分年齡界別，透過探訪及電話慰問，為超過170,000長者人次送上關懷慰問，全年總義工服務時數達40,700小時，成效顯著。

在本年度，協會舉辦「愛·平安」商界參與計劃及「秘密天使」關愛長者計劃，鼓勵企業及學界積極參與義務工作，加深年輕一代對長者的了解和關愛，建構「長者友善」及「長幼共融」的社區。來自企業及學界參與服務的義工達3,000人次，服務時數近6,000小時。

To promote care for the elderly and the boundary-free volunteer service culture, we reconsolidated our network of business, academic and individual volunteers during the year to encourage engagement across different sectors. Our volunteers range from different age groups and sectors, from kindergarten children to senior citizens aged 90, and have paid up to 170,000 visits and calls to the elderly during the year to express their care and love for the elderly. We recorded an impressive 40,700 volunteer service hours over the year.

We organized the "Love & Peace of Mind Corporate Engagement" program. By encouraging businesses and schools to offer volunteer services, the program aimed to increase the understanding and care of the younger generation for the elderly and build elderly-friendly communities where the young and the elderly live in harmony. As many as 3,000 corporate and academic volunteers served up to 6,000 hours during the year.



在「2012年度社區參與嘉許典禮」上，多位義工獲頒「卓越服務金獎」，以表揚他們15年來對協會的貢獻，並與嘉賓合照留念。

At the 2012 Community Engagement Awards Ceremony, volunteers receiving the "Outstanding Service Gold Award" for their contribution to SCHSA over the past 15 years pose for a photo with the guests.



協會義工為居住於偏遠地區的獨居長者送上關懷與祝福。  
SCHSA volunteers give care and best wishes for senior citizens living alone in remote areas.



獨居婆婆細看由義工送來寫有窩心字句的心意咭，笑逐顏開。  
An old woman living alone smiles broadly reading the heartfelt wishes from volunteers.

此外，協會於2012年11月至2013年2月冬季期間舉辦「愛在嚴冬送暖」計劃，義工透過電話向長者提供天氣狀況、保暖及其他生活資訊等。同時，義工亦探訪1,500位居於新界偏遠及深水埗舊區長者，為他們送上祝福和防冬禮包。

為嘉許並表揚義工積極參與服務，加強彼此交流，建立更緊密的合作關係，本年度協會舉辦「2012年度社區參與嘉許典禮」。典禮蒙安老事務委員會主席陳章明教授 BBS, JP蒞臨主禮，當天共超過300位來賓及義工朋友出席，分享參與義務工作的喜悅。

In addition, we organized the "Bringing Warmth in the Cold Winter" program during the wintertime between November 2012 and February 2013. Under the program, volunteers called senior citizens to provide them with information about weather conditions, warmth keeping, and everyday life. Volunteers also visited 1,500 senior citizens living in remote areas of the New Territories and in Sham Shui Po District, offering them best wishes and gift packages for winter protection.

To commend the volunteers for their service and strengthen communication and cooperation among them, the 2012 Community Engagement Awards Ceremony was held. Hosted by Professor Chan Cheung-ming, Alfred, BBS, JP, Chairman of the Elderly Commission, the ceremony attracted over 300 guests and volunteers, who shared their pleasure of volunteering.



# 讓夢想飛翔

## Dreams Flying High

老友網「仍然有夢想計劃」  
Cyber Engagement: Dream High, Fly High



「夢想號café」的參加者實踐所學，一嚐經營咖啡店的樂趣。  
Participants in the Dream Café program practice what they've learned to enjoy the pleasure of working in a cafe.

協會深信，擁有與實現夢想並非年青人的專利，銀齡人士仍可追夢，享受精彩人生。協會於本年度開展「仍然有夢想」計劃，於2013年5月至8月期間向協會老友網會員徵集了超過150個希望實現的夢想，範疇包括終身學習、貢獻服務、發展興趣等。

由香港長者協會主席麥漢楷先生、協會執行委員會委員黎定基先生、及總經理關雪梅女士與一眾熱心銀齡人士組成的籌委會，於徵集得來的夢想中選出九個入圍夢想，並分階段就入圍的夢想逐步實踐，而與當中四個夢想相關的活動已經於本年度完滿結束，其餘活動將會於下年度陸續展開。

協會於2013年8月2日舉行「仍然有夢想」計畫啟動禮，邀請老友網會員揭曉入圍的夢想名單，為整個計劃揭開序幕。此外，整個計劃亦得到不同的社區人士支持，協會鼓勵年青一代與長者共同參與，攜手向夢想啟航，實現跨代共融。

SCHSA believes that just like the young, the elderly can have dreams and enjoy a wonderful life too. During the year, we organized the "Dream High, Fly High" program, which collected over 150 wishes from members of the Cyber Senior between May and August 2013 in areas ranging from lifelong learning and service contribution to interest development.

Comprising the Chairman of The Hong Kong Association of Senior Citizens Mr. Mak Hon Kai and SCHSA Executive Committee member Mr. Stanislaus D.K. Lai, and General Manager Ms. Daisy S.M. Kwan as well as numerous enthusiastic seniors, the organizing committee shortlisted nine from the submissions and helped the participants realize their dreams by phases. Four of these nine wishes have been realized during the year. The rest of the dreams will come true next year.

SCHSA held an opening ceremony for the "Dream High, Fly High" program on 2 August 2013, inviting Cyber Engagement members to reveal the shortlisted dreams as a prelude to the program. The program has garnered support from people in various communities to join forces with SCHSA to connect different generations by encouraging both young and old to work together on their dreams.



協會專業攝影師義工為長者實現拍攝婚紗照的夢想。  
SCHSA's voluntary professional photographer takes a wedding photo for an elderly couple.



計劃籌委會在「仍然有夢想」計劃啟動禮揭曉九個入圍夢想。  
The organizing committee of the "Dream High, Fly High" program announces a shortlist of nine dreams at the opening ceremony.



退休家長與其子孫組織義工隊探訪老人院，透過遊戲與院友打成一片。  
On a volunteer visit to a home for the aged, retired parents and their grandchildren play games with the elderly.

<p>「夢想號CAFÉ」— 咖啡店經營體驗 "Dream CAFÉ" - Cafe operation experience</p>	<p>經過專業培訓，老友記變身咖啡店員，在「夢想號café — 愛心咖啡」活動中沖調咖啡、拉花及服務顧客。老友記在享受經營咖啡店樂趣的同時，也展現活力銀齡的一面。 Through specialized training, members of Cyber Engagement experienced how to run a cafe – making coffee, creating latte art and serving customers. In addition to enjoying the pleasure of working in a cafe, members showed vigour despite their age.</p>
<p>「銀齡學苑」— 終身學習體驗 "Silver Age School" - Lifelong learning experience</p>	<p>參加者透過學習攝影、電腦等，以行動完成夢想，引證實現夢想不受年齡限制。 Participants learned photography and computer skills to realize their dreams, proving that dreams have no age limit.</p>
<p>「敬老愛老傳歡樂」— 長者探訪計劃 "Respect and love the elderly" - elderly visit program</p>	<p>退休家長與子孫一起參與義工服務，探訪安老院長者。當日小義工協助帶領遊戲、表演，與長者打成一片，場面溫馨。 Retired people joined their children in visiting elders in homes for the aged. On that day, young volunteers played games and gave performances to bring happiness to the elderly.</p>
<p>「觀星同行」— 觀星活動 "Stars Gazing" event</p>	<p>與大學組織合辦的觀星活動，大學生與長者交流攝影與觀星心得，促進跨代共融。 During the event jointly organized by SCHSA and university, students shared ideas about photography and star gazing with the elderly to increase bond between different generations.</p>
<p>「粵劇大舞台」— 跨代粵劇欣賞活動 "Performing Cantonese Opera" - Exchange with Cantonese opera performers</p>	<p>參加者完成與粵劇名伶會面並同台演出的心願，推廣粵劇文化。 Participants met famous Cantonese opera performers on the same stage to promote the Cantonese opera culture.</p>
<p>「捉光倩影」— 拍攝個人紀錄 "My Memorable Moments" - keeping a personal record of life</p>	<p>為參加活動的長者拍攝個人生活紀錄，為自己及其子孫留下紀念。 This program is designed to record the memorable moments of the elderly as a keepsake for their offspring.</p>
<p>「金牌耆想DJ團」— 錄音工作坊 "Gold DJ Team for the Aged" - recording workshop</p>	<p>為參加者提供有關唱片騎師的培訓及實習機會，體驗成為唱片騎師及主持。 Participants are offered an opportunity to receive DJ training and practice as a DJ.</p>
<p>舉辦攝影展 Photography Exhibition</p>	<p>為一群熱愛攝影的長者實現舉行攝影展的夢想，展示銀齡人士的積極精彩生活。 This event is designed to display the wonderful lives of aged photography lovers who have a dream of holding a photography exhibition.</p>
<p>微電影夢工場 — 製作微電影工作坊 Micro-Movie Dream Works - workshop on micro-movie production</p>	<p>邀請一群對電影拍攝工作有興趣的長者親身體驗拍攝微電影，並將舉辦首映禮，宣揚銀齡人士生活充滿色彩。 A group of senior who are enthusiastic about movie production are invited to experience the process of producing a micro-movie. A premiere will be organized to promote the colourful life of the elderly.</p>



參加者細心聆聽由長者擔當導師的「銀齡學院」攝影班，學習相機操作方法。  
Participants learn from an elderly instructor how to use a camera in a photography class at the "Silver Age School".

# 2012年度義工嘉許

## Awarded Volunteers in 2012

### 卓越服務金獎

(連續3年服務400小時或以上)

Outstanding Golden Awards  
(Over 400 Services Hours for three consecutive years)

江玉英女士 Ms. Y. Y. Kong  
何淑雯女士 Ms. S. Y. Ho  
吳元香女士 Ms. Miki Y. H. Ng  
金國佳先生 Mr. K. K. Kam  
區有芬女士 Ms. Y. F. Au

### 金獎 (服務400小時或以上)

Silver Awards (Over 400 Service Hours)

#### 第2次獲金獎

吳慧嫻女士 Ms. W. H. Ng  
符耀祖先生 Mr. Y. J. Fu  
麥慧如女士 Ms. W. Y. Mak

伍少卿女士 Ms. S. H. Ng  
利紹娟女士 Ms. S. K. Lee  
吳夢妮女士 Ms. Molly Ng  
吳寶蓮女士 Ms. Pauline P.L. Ng  
呂國強先生 Mr. K. K. Lu  
林衛中先生 Mr. W. C. Lam  
胡佩瑾女士 Ms. Loretta P. K. Hu  
唐毓輝女士 Ms. Y. F. Tong  
高美清女士 Ms. Meruja  
高慧儀女士 Ms. Marin W.Y. Ko  
康美群女士 Ms. M. K. Hong  
梁好女士 Ms. Joyce H. Leung  
張如女女士 Ms. Y. N. Cheung  
戚影華女士 Ms. Y. W. Chik  
許玉蓮女士 Ms. Maria Y. L. Hui  
許瑞寧女士 Ms. Terry S. L. Hui  
郭鳳儀女士 Ms. Carol F. Y. Kwok  
陳美蓮女士 Ms. M. L. Chan  
陳愛珍女士 Ms. O. C. Chan  
曾瑞意女士 Ms. S. Y. Tsang  
黃漢英女士 Ms. Cora H. Y. Wong  
劉婉卿女士 Ms. Y. H. Lau  
黎笑英女士 Ms. S. Y. Lai  
謝瑞霞女士 Ms. S. H. Tse

### 銀獎 (服務200小時或以上)

Golden Awards (Over 200 Service Hours)

#### 第2次獲金獎

何笑玲女士 Ms. S. L. Ho  
陳少芳女士 Ms. Heidi S. F. Chan

陳快雲女士 Ms. F. W. Chan  
梁秀容女士 Ms. S. Y. Leung  
賴惠嬌女士 Ms. W. K. Lai  
何月梅女士 Ms. Y. M. Ho

何坤然女士 Ms. K. Y. Ho  
何雪紅女士 Ms. S. H. Ho  
何麗瓊女士 Ms. L. K. Ho  
余珏女士 Ms. C. Yu  
吳愛娟女士 Ms. Anita O. K. Ng  
吳靜芝女士 Ms. C. C. Ng  
谷錫芳女士 Ms. S. F. Kok  
林妙蓮女士 Ms. M. L. Lam  
洪荔女士 Ms. Kristy Hung  
張燕芳女士 Ms. Y. F. Cheung  
梁永邦先生 Mr. W. P. Leung  
梁佩詩女士 Ms. Pasiy P.S. Leung  
許玉蘭女士 Ms. I. L. Hoi  
陳小玉女士 Ms. Amy S. Y. Chan  
陳欽明先生 Mr. Y. M. Chan  
陸仲瑛女士 Ms. Selina C. K. Luk  
麥聖生先生 Mr. S. S. Mak  
楊永寬先生 Mr. W. F. Yeung  
葉月蓮女士 Ms. Y. L. Yip  
鄒至輝女士 Ms. C. F. Chau  
潘少玲女士 Ms. S. L. Poon  
蔡綺蓮女士 Ms. Judy Y. L. Choi  
鄭來福先生 Mr. L. F. Cheng  
盧敏怡女士 Ms. M. Y. Lo  
賴惠愛女士 Ms. Jenny W. O. Lai  
顏心晴女士 Ms. S. C. Ngan

### 銅獎 (服務100小時或以上)

Bronze Awards (Over 100 Service Hours)

#### 第2次獲銅獎

何王香女士 Ms. W. H. Ho  
杜細蝦先生 Mr. S. H. To  
洪祥珍女士 Ms. C. C. Hung  
范石華先生 Mr. S. W. Fan  
容淑燕女士 Ms. S. Y. Yung  
張文蘭女士 Ms. M. L. Cheung  
張錦佳先生 Mr. K. K. Cheung  
陳國雄先生 Mr. K. H. Chan  
麥美玲女士 Ms. M. L. Mak  
舒重蘭女士 Ms. C. L. Shu  
馮詠璇女士 Ms. Idy W. S. Fung  
黃滿坤先生 Mr. M. K. Wong  
趙德明女士 Ms. T. M. Chu  
鄭紹源先生 Mr. S. Y. Cheng  
謝沛修先生 Mr. Jimmy P. S. Tse  
鍾肖蘭女士 Ms. C. L. Chung  
蘇載卿女士 Ms. Stella C. H. So

孔慧蘭女士 Ms. W. L. Hung  
丘美媛女士 Ms. M. W. Yau  
池美娥女士 Ms. M. N. Chi  
何玉梅女士 Ms. Y. M. Ho  
何慧明女士 Ms. Connie W. M. Ho  
吳美玲女士 Ms. Freda M. L. Ng  
李培芬女士 Ms. Stephanie Li  
李敏儀女士 Ms. Angela M. Y. Lee  
林厚卿女士 Ms. H. H. Lam  
唐偉錦先生 Mr. W. K. Tong  
袁月珠女士 Ms. Esther Y. C. Yuen  
馬月好女士 Ms. Y. H. Ma  
馬惠君女士 Ms. W. K. Ma  
馬碧君女士 Ms. P. K. Ma  
區婉嫻女士 Ms. Y. H. Au  
梁家鍵先生 Mr. K. K. Leung  
梁惠娟女士 Ms. W. K. Leung  
畢優美女士 Ms. M. M. But  
許潔明女士 Ms. K. M. Hui  
許靜卿女士 Ms. C. H. Hui  
許麗芳女士 Ms. Catherine L. F. Hui  
連淑雁女士 Ms. S. N. Lin  
郭楷先生 Mr. K. Kwok  
陳民基先生 Mr. M. K. Chan  
陳美婷女士 Ms. Sylvia M. T. Tan  
陳淑堅女士 Ms. Sandy S. K. Chan  
陳詠雄先生 Mr. Joe W. H. Chan  
麥妙嫦女士 Ms. M. S. Mak  
湯潔貞女士 Ms. K. C. Tong  
黃潔瑩女士 Ms. Salina Wong  
楊志輝先生 Mr. C. F. Yeung  
楊碧雲女士 Ms. P. Y. Yang  
葉明女士 Ms. M. Ip  
劉少瓊女士 Ms. S. K. Lau  
潘妙儀女士 Ms. M. Y. Poon  
蔡奕玲女士 Ms. Elaine Y. L. Chua  
蔡富華女士 Ms. F. W. Choi  
鄭玉娥女士 Ms. Y. O. Cheng  
鄭傑靈先生 Mr. Jonathan K. L. Cheng  
鄭賽娥女士 Ms. C. N. Cheng  
鄧偉玲女士 Ms. W. L. Tang  
黎惠蓮女士 Ms. Janet W. L. Lai  
黎寶玲女士 Ms. Pauline P. L. Lai  
賴志瑤女士 Ms. Regina C.Y. Lai  
鄭惠玲女士 Ms. Linda W. L. Kwong

### 15年積極參與服務獎名單

15 Years Proactive Engagement Awards for Volunteers

馬碧君女士 Ms. P. K. Ma  
莫漢光先生 Mr. H. K. Mok  
鍾燕卿女士 Ms. Kitty Y. H. Chung



其他紀事及服務

Other Events and Services

# 貼心的全面關懷

## Care in Full Range

### 慰問及健康諮詢服務

#### Consolation and Health Counseling Services

協會的關顧團隊於本年度繼續為「平安服務」使用者送上真摯慰問及全面的健康諮詢服務。在關顧團隊與義工的共同努力下，年度內一共成功慰問268,605人次，工作成果有目共睹。

協會的註冊護士亦為平安服務用戶提供健康諮詢服務，為他們解決健康上的疑問。服務使用者除了可透過按動「平安掣」或致電熱線查詢外，我們亦會主動透過迎新慰問、定期電話慰問及健康講座，向有需要人士提供長期病管理、疾病預防及健康護理等資訊，致力讓長者於社區內享有優質健康生活，進一步實踐社區照顧的概念。

During the year, our caring team continued to offer heartfelt wishes and complete health counseling service to the users of our Safety Services. Our caring team joined forces with volunteers to counsel 268,605 person-times over the year.

Our registered nurses also offered health counseling to our service users and answered their questions about health. In addition to pressing "Safety Button" and calling the inquiry hotline, service users are provided information on chronic disease management, disease prevention and health care. We made welcoming calls, regular caring calls and held health seminars for the users. This forms part of our commitment to help the elderly live a quality and healthy life in their own communities.



協會員工到新界遍遠地區探訪服務使用者。

SCHSA employees visit service users living in remote areas in the New Territories.

隨著科技日益發展，智能手機等資訊科技在銀齡人士間日漸普及，協會亦開創「e体健」護士關懷服務，配合不同的健康裝備，透過雲端科技上載數據，註冊護士能監察使用者之健康狀況，協助他們實踐健康生活模式。另一方面，協會透過與醫管局合作，協會的註冊護士可於用戶同意下參閱服務使用者於醫管局的電子病歷，使註冊護士更了解用戶身體狀況，從而作出更貼心的個人護理建議及解答其健康疑慮。此外，於服務使用者使用平安服務須送院時，協會可傳送其個人資料及電子病歷撮要至急症室，以助醫護人員盡早提供適切治療及跟進。

本年度，我們亦重新檢視「平安服務」流程及工作內容，以配合新總部內新電話系統投入運作及後勤支援中心的成立，確保提供無間斷和更穩定的支援服務。此外，本年度「耆安鈴愛心提提您」服務，共發放31個與長者息息相關的電話錄音訊息予服務使用者及護老者，收聽人次超過98萬。

As technology advances, IT devices such as smart phones are becoming increasingly popular with the elderly. In keeping with the trend, we have developed eSmartHealth Service which enables registered nurses to monitor the health conditions of users based on data uploaded to the cloud via different devices, thereby helping the seniors live healthily. Moreover, our partnership with the Hospital Authority allows our registered nurses to, upon the users' approval, access the electronic medical records of service users filed with the Hospital Authority, offer user-specific personal care advice, and answer the users' health-related questions. When our Safety Services users are hospitalized, we can transfer a summary of their personal data and electronic medical records to the emergency room for the immediate attention of the medical professionals so that suitable treatment and follow-up care can be provided without delay.

During the year, we also reviewed the procedures and details for Safety Services to ensure the continuity and stability of our support services following the launch of a new telephone system in our new head office and the establishment of a back-up center. As part of the 2013 Elder Ring Reminder Service program, 31 pre-recorded voice messages in close connection with the daily life of senior citizens have been delivered for over 980,000 times to help service users and their care takers.

# 協會工作再獲公眾肯定

## SCHSA Lauded Again by the General Public for Its Good Performance

協會獲選為「我最喜愛五大社企」

SCHSA ranked among "Top Five Favourite Social Enterprises"



總經理關雪梅女士(左二)聯同兩位同事陳德成先生(左一)、陳惠然小姐(右二)及義工金國佳先生(右一)從民政事務局副局長許曉暉女士(中)手上接過獎項。(相片提供：《經濟通》)

General Manager Ms. Daisy Kwan Suet-mui (second from left) joins her two colleagues Mr. Chan Tak-shing (first from left) and Ms. Chan Wai-yin (second from right) as well as volunteer Mr. Kam Kwok-kai (first from right) in receiving an award from Ms. Florence Hui Hiu-fai, Under Secretary for Home Affairs. (Photo courtesy of Etnet HK)

協會工作再次獲得社會肯定。在由《經濟通》網站「社企廊」頻道舉辦的「我最喜愛的五大社企」全民選舉中，獲選為五大我最喜愛社企之一。協會謹此向參與投票的公眾，及一直捐款支持協會營運的社會各界人士表達衷心謝意。協會各團隊日後將繼續提供高質素的多元化長者照顧服務，致力提升長者生活質素。

首次舉辦的「五大社企選舉」於2013年1月至2月期間進行，一個月內獲得超過2,500名公眾人士投票及超過1,100條留言，支持心愛社企。協會得票在眾多候選傑出社企中，排名第二，獲選為五大社企之一，反映協會提供的多元化「平安服務」，獲得公眾人士認可。

SCHSA was praised again by the general public for its outstanding work. We were selected by the general public as one of "Top Five Favourite Social Enterprises", an event organized by Etnet HK's Social Enterprise Gallery. We would like to take this opportunity to thank members of the general public who voted for us and those who have donated to our operations. Our teams will continue to offer a diverse range of high-quality elderly care services as part of our commitment to improving the living quality of senior citizens.

Held for the first time between January and February 2013, "Top Five Favourite Social Enterprises" attracted over 2,500 votes and 1,100 messages from the general public in support of their favorite enterprises. We came in second among the outstanding candidates, reflecting the high recognition of our wide variety of elderly safety services.

# 專為銀齡人士而設的生活百科雜誌

## Smart Tips for the Elderly

《長訊》

Golden Age Magazine

《長訊》月刊致力為讀者帶來協會最新資訊及多元化生活資訊，深受本港的銀齡人士歡迎。在過去一年，《長訊》的封面故事繼續訪問了多位影視紅星及政商界人物，其中包括趙雅芝小姐、吳志森先生及李曾超群女士等。

Golden Age is committed to providing readers with the latest information about SCHSA and a diverse range of life-related information, making the magazine highly popular with Hong Kong's senior citizens. In the past year, Golden Age's cover stories continued to include interviews with numerous movie and TV stars as well as political and business figures such as Ms. Angie Chiu, Mr. NG Chi Sum and Ms. Maria Lee Tseng Chiu-kwan.



《長訊》封面故事期期精彩，訪問嘉賓來自影視圈、傳媒及商界。

Each Golden Age issue features a wonderful cover story based on interviews with celebrities from the TV & movie, media and business circles.



協會營運  
Operation

# 財務摘要

## Financial Highlights

長者安居協會執行委員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2012-2013會計年度錄得盈餘為港幣\$290,532。總收入為\$118,504,452，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\$118,213,920，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 Executive Committee 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 Executive Committee 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\$290,532 in financial year 2012-2013. Total income in amount of \$118,504,452, source of income arising from service fee charging to the relevant service user, donation and sponsorship donated from general public. Total expenditure in amount of \$118,213,920, being staff costs, costs of goods sold, promotion and advertising expenses, depreciation and other operating expenses.

收入 Income	2013		2012	
	港幣(HK) \$	%	港幣(HK) \$	%
運作收入 Operating Income	94,148,879	79.45%	92,183,467	77.95%
- Services Fee, sales of emergency call units/ mobile link units/ safety phone devices 服務費及銷售平安鐘/隨身寶/平安手機收入	82,925,870		78,561,427	
- Easy Home Service income 管家易家居服務收入	10,882,140		12,288,490	
- Other Operating Income 其他運作收入	340,869		1,333,550	
公眾捐款 Public Donation	16,119,559	13.60%	17,309,248	14.64%
利息及投資 Interest and Investments	2,735,178	2.31%	2,536,637	2.14%
其他收入 Other income	5,500,836	4.64%	6,231,314	5.27%
<b>其他收入 Other income</b>	<b>118,504,452</b>	<b>100%</b>	<b>118,260,666</b>	<b>100%</b>

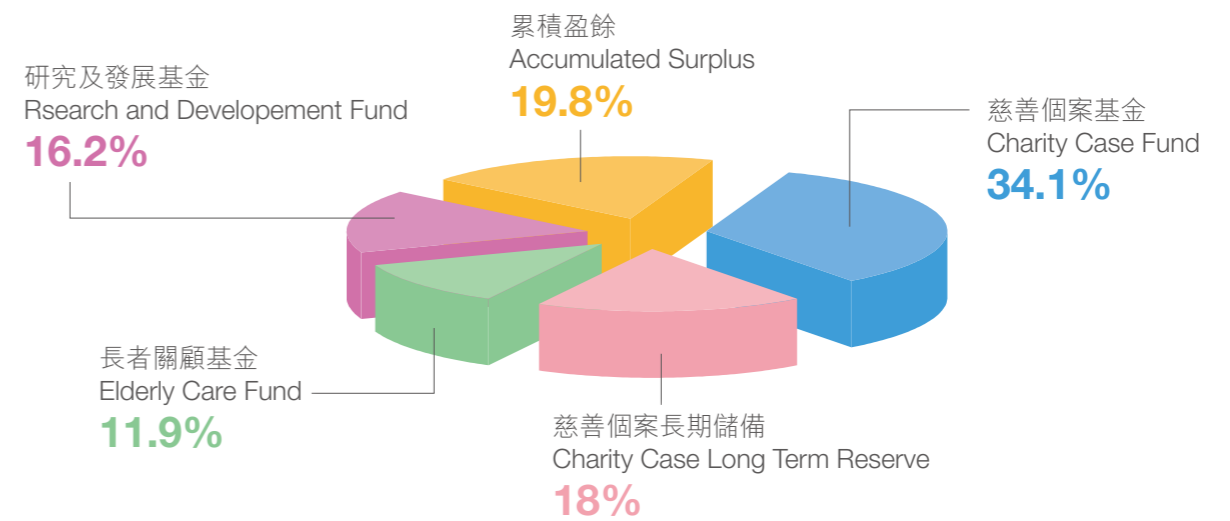
支出 Expenditure	2013		2012	
	港幣(HK) \$	%	港幣(HK) \$	%
服務運作 Operating Expenses	91,397,761	77.32%	91,501,871	75.57%
- Magazine expenses 長訊支出	2,979,792		3,158,006	
- Promotion and advertising 推廣及廣告費	8,172,441		6,007,284	
- Staff costs 員工支出	58,003,670		62,346,841	
- Other Expenses 其他運作支出	22,241,858		19,989,740	
折舊 Depreciation	8,712,789	7.37%	10,184,336	8.41%
銷售成本 Cost of goods sold	17,037,448	14.41%	17,757,877	14.67%
籌款 Fundraising expenses	1,065,922	0.90%	1,644,368	1.36%
- Direct expenses incurred in fund raising activities 籌款活動支出	1,065,922		1,644,368	
<b>總支出 Total Expenditure</b>	<b>118,213,920</b>	<b>100%</b>	<b>121,088,452</b>	<b>100%</b>

### 儲備

長者安居協會為非牟利社會企業，主要服務為提供幫助及有關支援服務以回應有需要長者及人士在生活上的各項需要。此外，本協會更致力發展及推廣各項長者福利服務，為有需要人士提供更完善的社區生活環境。因此，協會把經營儲備、捐款及贊助成立相關基金幫助有需要人士。

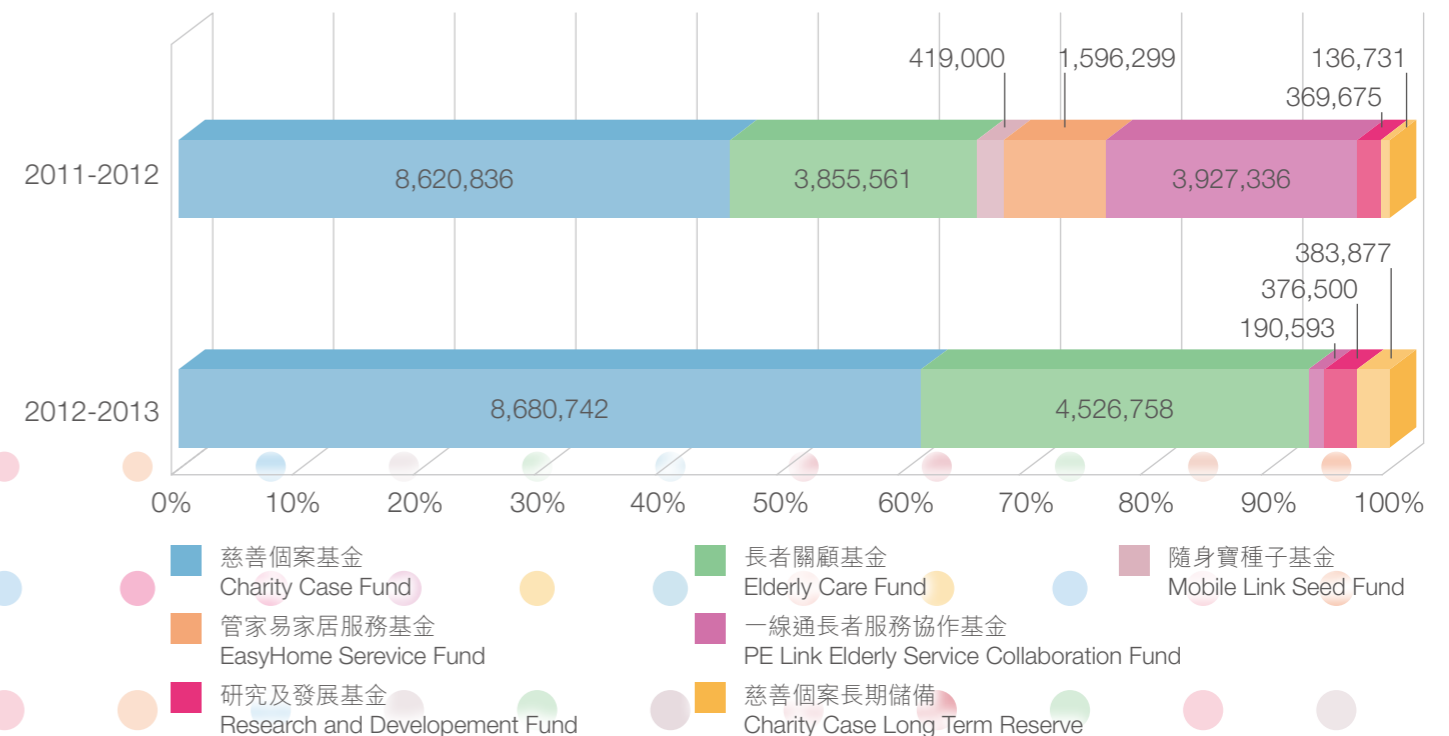
### Reserves

Senior Citizen Home Safety Association operating as Non-Profit Making Social Enterprise, the principal activities of the association are the provision of various assistance and services to respond to the every-day needs of local elderly and for the needy to ensure that they are under proper protection and care. The Association also endeavors to enhance the quality of the lives of the needy by developing and promoting various welfare services. In particular, Operating reserve of the association as well as Receipt from Donation and Sponsorship are applied to set up relevant Fund to help those needy.



### 儲備項目開支

#### Application of Reserve



# 建立優秀工作團隊

## Building an Excellent Team

協會員工  
Our Staff



員工積極投入參與「團隊建設工作坊」，透過思考、溝通、互相合作完成不同的任務。  
During the "Team Building Workshop", employees work with each other to perform different tasks through thinking and communication.

協會一向重視員工的培訓及發展機會，本年度協會積極推行多元化的培訓項目，透過舉辦「管理人員培訓及分享會」、不同團隊的重點項目培訓及「團隊建設活動」等，加強主管領導及管理技巧，提升員工之間的凝聚力，從而提高及激勵團隊士氣，建立優秀的工作團隊。

此外，為強化協會形象及擴大未來員工網絡，協會亦參與由各大院校推行之「實習學生計劃」，除了提供不同的實習機會予學生外，可讓他們了解社企營運模式和親身體驗實際工作情況，更助他們考慮日後成為協會之員工。

新年度協會將會加入不同元素的培訓項目，著重加強團隊合作精神與溝通，銳化管治團隊之管理及督導技能。透過不同範疇的活動、外間培訓課程、工作坊及工作分享會，建立部門內及外的彼此合作、了解、溝通及互信，並加強督導員工之領導技巧及管理能力。

Staff training and development has always been our focus. During the year, we have launched a diverse range of training programs including "Training and Sharing Session for Managers", key project training for different teams, and "Team Building Activities". Through these training activities, we seek to strengthen our managers' leadership and management skills, enhance coordination among employees, and raise the team morale. Our ultimate goal is to build an outstanding team.

To strengthen our image and expand our future workforce, we participated in "Internship Programs" organized by local universities. By offering various internship opportunities for the students, we helped them understand the business model of a social enterprise and practice their skills in hope that they will join us one day.

In the year ahead, we will expand our list of training programs to focus on strengthening team spirit and communication, and sharpen the management and supervision skills of our management team. Through various activities, outreach training programs, workshops and sharing sessions, we will strive to facilitate collaboration, understanding, communication, and trust within and across departments and strengthen our leadership skills and management capabilities in guiding employees.



協會為職員提供多元化的培訓項目。  
SCHSA launches a diverse range of training programs to staff.



員工參與周年聚餐聚首一堂，當晚更選出「最佳造型」比賽之員工。  
Employees gather at the annual dinner party. Employees who win the "Best Style" award pose for a photo.



來自各大院校的學生在協會順利完成既充實又有意義的實習期。  
Students from various universities complete their meaningful internships at SCHSA.

# 鳴謝

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