



香港女工商及專業人員聯會

**HONG KONG WOMEN PROFESSIONALS & ENTREPRENEURS ASSOCIATION
LIMITED**

**Annual General Meeting
President's Report for 2019 - 2020**

Dear Fellow Members,

It is my pleasure to report to you about the activities and events for the year 2019-2020.

The pandemic might have overwhelmed us and disrupted the conventional way that we operate. But we have ridden through this difficult time by making good use of our resources and turning all activities online since the beginning of the year. Though we are forced to cancel physical meetings and dinners under the social distancing policy, we are able to learn from and enjoy different events virtually. The best part is, we can actually interact with members who stay overseas. As of September, we have staged 10 demonstrations, talks, and sharing through the internet.

This has not only opened the way to a “new normal” for the Association, but also opens a door for all of us to make good use of digital innovation.

Speaking of digital innovation, much efforts have been put into the revamp of the Association's website undertaken by the Communications Committee. When it is being launched, members will enjoy an enhanced users' experience and a multitude of benefits, including electronic payment methods. While we look forward to the new one, we would like to extend our sincere appreciation to Janet Yu who has been supporting and hosting our conventional website 'www.hkwpea.org' all these years.

Thanks to the joint efforts of the Public Affairs, Environmental Sustainability as well as the Health and Well-being Committees, four response papers have been submitted in 2019.

Through the Charitable Foundation, we continue to provide funds for 2 academic scholarships and the newly-launched Project EYE, promoting smart health with good eye care practice in response to the heightened use of electronic devices during the pandemic.

The following is a summary of the activities completed or in progress over the last year by all the Committees.

I. Environmental Sustainability

Co-Chairpersons: Sandra Mak and Grace Kwok

1. 2019 AGM cum Dinner Talk (19 September 2019)

The Environmental Sustainability Working Committee co-organized this Dinner Talk with the Fellowship Committee and invited Mr Wong Kam-sing, GBS, JP, Secretary for the Environment, to be the Guest of Honour to deliver a keynote speech. Secretary Wong shared with members the HKSAR Government's latest policies and initiatives on environmental protection and sustainable development.

2. Public Engagement on Long-term Decarbonisation Strategy

The HKWPEA welcomed the Council for Sustainable Development to launch the public engagement exercise in order to formulate a long-term decarbonization strategy and build a more climate-resilient city. In response to the public consultation, the Committee prepared a position paper outlining our views on reducing carbon emissions in the long run. The paper was submitted on 20 September 2019.

3. Response Paper on Promoting the Use of Electric Vehicles (13 January 2020)

On invitation of the Panel on Environmental Affairs of Legislative Council to express views on promoting the use of electric vehicles, the Committee prepared and submitted the Association's response on 13 January 2020. In our response, we welcomed the HKSAR Government to promote the use of electric vehicles to reduce carbon emissions from the transportation sector as one of the ways to mitigate climate change. While it might take time to expand the network of charging facilities for electric vehicles in the long run, the HKWPEA suggested also adopting hybrid electric vehicles as an interim solution.

4. Webinar on Building Business Resilience to Climate Change (4 June 2020)



The Committee held the first webinar in a series set to cover a wide range of topics related to environmental sustainability and climate change adaptation. Prof. Lam Chiu Ying, SBS, Ex-Director of Hong Kong Observatory, was invited to share his insights into building business resilience to climate change. Over 60 members and friends of the HKWPEA joined the webinar, which inspired the participants in building climate resilience and driving sustainability leadership in business operations.

II. Fellowship

Co-Chairpersons: Anna Chau and Carlotta Wong

Due to the COVID-19 outbreak, the 2020 Spring Dinner Talk and the 2nd Business Meeting Dinner Talk had to be cancelled, but the Committee delivered the following programmes to continue fostering sisterhood.

1. 2019 Christmas Party (16 December 2019)

The Christmas Party was held on 16 December, 2019 at King Ludwig Beerhall in Causeway Bay with buffet. Our new teammates Fanny Heath and Caroline Law organized the dinner party rundown, games and lucky draw. We received many gifts and cash coupons sponsor from HKWPEA members. There were over 80 members and guests celebrating Christmas festival together. We had an enjoyable and fun evening.



2. Florist Workshop Demonstration video by Gary Kwok (17 April 2020)

The Fellowship arranged and recorded a Florist Workshop demonstration video by renowned florist Ms. Gary Kwok specially for HKWPEA members. Our Co-chairperson Ms Anna Chau joined the video recording on site and gave a wonderful introduction. Our members expressed they enjoyed making their own flower decorations at home.



3. Mini Chat Online Gathering (9 May 2020)

The membership committee was invited to work with the fellowship committee on organizing a small scaled gathering on 9 May 2020. Caroline Law shared planting tips on how to keep our home green in the time of the pandemic.

A casual chat followed to mingle with different age groups of old and new members joined within 2 years. We shared about methods to stay healthy and happy while social distancing. It was a great time for our members to know each other better. 17 members attended this online gathering.

4. Zoom Live Summer Healthy Drinks Demonstration (13 June 2020)



With great support from our fellowship team, we made a 30 minutes Zoom Live Summer Healthy Drinks demonstration at Prost by King Ludwig, Tsim Sha Tsui on 13 June 2020. We invited Mr. Herbert Chak, professional mixologist, to teach our members how to make three healthy mocktails at home – Chamomile Mojito, Watermelon Chili Cooler and Jade Cooler. They are good for lowering cholesterol level, boosting the immune system and having anti-inflammation and detoxifying properties.

A total of 20 participants attended the online demonstration and some members also attended the mini gathering afterwards.

5. 2020 AGM Online Meeting (10 September 2020)

The AGM dinner talk was changed to online meeting on 10 September 2020 because of the COVID-19 outbreak.

III. External Liaison

Co-Chairpersons: Fanny Lui and Loretta Lee

The objectives of the External Liaison are to create alliance and liaison with local, Mainland and overseas professionals and entrepreneurs associations and government and/or government-related organisations with a view to broadening the network of the HKWPEA and to promoting HKWPEA both locally and internationally. Our mission is to further the interest of HKWPEA members in women affairs and enhance their business networking, learning and business opportunities.

We worked out a work plan for 2020 including liaison targets, visits and tracking of UN activities. Some major programmes included a day trip to Shenzhen in March 2020 and a two-day one-night Greater Bay Area Visit to Guangzhou in June 2020 further to our successful GBA visit last year. The purpose of the visits is to provide an opportunity for our members to have interflow with the GBA women's groups to facilitate their future contacts with them for their businesses or professions and to enhance their

understanding and knowledge of the latest development and opportunities in the GBA. Unfortunately, due to the pandemic outbreak, the visits needed to be postponed. And against the same backdrop, there have been a lot less women events organized and most of them have been turned online. As such, HKWPEA has received a lot less invitations for considering to be a supporting organisation for the activities than in the past.

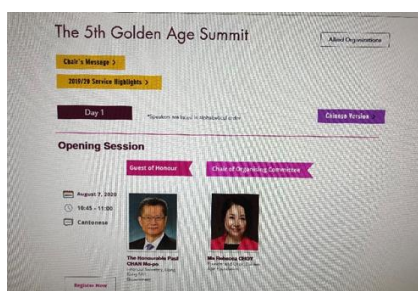
The following is a list of major events supported by HKWPEA:

1. MarketingPulse Webinars (Apr to Aug 2020)

Global fallout from the pandemic has upended business models and consumer behavior forcing drastic changes to advertising spend and marketing strategies. But marketing doesn't stop! From digital marketing tips to brand communication tactics, the HKTDC organised a series of free MarketingPulse Webinars to help the community keep up to date. We consider these webinars to be useful for our members and have circulated the related information to them for participation. So far three series have taken place and the topics covered included "Small Budget, Big Market : Winning tips of online marketing for SMEs"; "Insider's Guide on Livestream and KOL Marketing in Mainland China", and "Communications for Recovery : The Power of Authentic Voice".



2. The 5th Golden Age Summit (Aug 2020)



The 5th Golden Age Summit has moved online due to the significant resurgence of COVID-19. Whilst the format was different, the mission remained the same: to develop Smart Ageing Cities in Hong Kong and Asia. In the two-day Virtual Summit themed "Smart Ageing for Tomorrow in the time of Pandemic", over 30 renowned speakers from local and overseas have been invited to share their expertise and insights into this unprecedented pandemic time. The Summit was promoted to our members.

3. GBA Women's Outstanding Award (September 2020)

The GBA Women's Outstanding Entrepreneur Awards, organized by the Hong Kong Small and Medium Enterprises Association, promotes outstanding women achievements and GBA. HKWPEA agreed to be one of their supporting organisations for the Award programme.



4. UN activities

We have circulated the invitation from the Office for Intergovernmental Support and Coordination of the United Nations Department of Economic and Social Affairs on an open call for oral and written statements for the 2019 ECOSOC High Level Segment for NGOs in consultative status with ECOSOC, which HKWPEA is qualified for. One member expressed interest but did not pursue further finally.

Acknowledgement

We take the opportunity to thank President Rebecca Choy, External Liaison Committee members Angela To and Catherine Yau, and many HKWPEA members for contributing their time and efforts to promote the Association at all functions and events.

IV. Legal

Co-Chairpersons: Alexandra Lo and Joyce Cheng

1. The Committee drafted the Privacy Guidelines, final version adopted in April 2020.
2. The Committee drafted the Copyright Guidelines, final version adopted in September 2020. Appreciation to Ms. Ella Cheong for her expert advice.

V. Membership

Co-Chairpersons: Agnes Koon and Louisa Lui

1. HKWPEA has a total membership of 152, among which five are Associate Members and ten are Overseas Members. Out of the total membership, 32% are executives, 28% are professionals and 40% are entrepreneurs, across twenty-four industry sectors.
2. The Membership Committee organized a new member recruitment tea gathering to meet potential new members on 13 January 2020.
3. The Committee was pleased to report that 2 members joined HKWPEA since the last AGM. They were:
 - i. Charmaine Tse - Consultant at THMC Medical Group (Central) Ltd (referred by Mei Mei Chiang)
 - ii. Elsie Lung - General Manager, Hong Kong, Macau and Taiwan of Griffith Foods Ltd (referred by Anna Chau)

We welcome Wilhelmina Ngai for rejoining us in 2020.

Since the last AGM, there were 16 resignations (Julie Moy, Lily Au, Cindy Cheng, Pui Fung Leung, Kathleen Ho, Linda Kang, An-Feng Gao, Melissa Pang, Joyce Chan Sze-Ho, Wendy Tsang, Anne Chen, Carrie Yuen, Ruby Yeung, Christina Cheung, Mabel Mak, Irene Au).

Both Miranda Ng and Jane Wong have changed membership status to overseas members. Winnie Tang, Angela Lau have changed membership status to associate members.

VI. Communications

Co-Chairpersons: Anna Yip and Natalie Chan

Our Committee aims to promote exchange and connections between members and potential members.

Two newsletters were published in the last year. Each issue of newsletter captured highlights of events involving HKWPEA members, introduction of new members, achievements in public service of members and a message from our President.

Whilst newsletter is a medium of communication with our members that HKWPEA has long been using, we also began to explore how we might leverage digital and social media for more timely engagement with members and in more interactive ways. Ideas of HKWPEA hosting social media page on platform such as LinkedIn, Facebook and others were discussed among Board Members and Committee Co-Chairs, and were decided to be explored at later stage due to limited resources; whilst the communication committee shall focus on revamping HKWPEA website as a major initiative to enhance our communication with aspiring and current HKWPEA members and our presence in the digital world.

A lot of discussions have been taking place in recent years about the potential to ‘modernise’ our website and enhance its functionalities, including the inclusion of some payment options. We started the effort more than a year ago by selecting the right design partner to work with us. A social enterprise with good experience of working with NGOs was selected based on both price and technical criteria. Following that, we went several rounds of getting Exco members’ inputs in defining the look and feel of the website, and in organizing our information and rich archive in a clear and informative manner. The new site is currently under construction, and our Secretariat Rina has been doing a great job working with the designers and transferring our files to the new site. We are aiming for the new site to be up and functioning before end of the year.

We would again like to record our sincere appreciation to Janet Yu who has been sponsoring and supporting the hosting of our website ‘www.hkwpea.org’ all these years.

VII. Public Affairs

Co-Chairpersons: Julianne Doe and Maria So

Our Committee focuses on:

1. obtaining views of members on territorial-wide issues;
2. providing professional views and advice to Government as well as the public on business and other community issues; and
3. presenting views and positions of our HKWPEA on territorial-wide issues.

During the period October 2019 to September 2020, we reported on the following responses to public consultation papers.

1. Response to the Public Engagement on Long-term Decarbonization Strategy

Our Committee worked jointly with the Environmental Committee to produce a draft on the subject, which was approved by the board and submitted to the Council for Sustainable Development.

2. Consultation Paper on Proposed Enhancements to the Open-ended Fund Companies Regime

The introduction of the open-ended fund companies (OFC) structure in Hong Kong is part of the SFC’s initiatives to enhance market infrastructure to further develop Hong Kong as a full-service international asset management centre and a preferred fund domicile. The consultation paper sought to identify improvements to the current OFC regulations.

<https://www.sfc.hk/edistributionWeb/gateway/EN/consultation/openFile?refNo=19CP4>

In response to the invitation from Hong Kong Exchanges and Clearing Limited, the Committee set up a task force to consider this consultation paper.

3. Consultation Paper - Corporate WVR Beneficiaries

Hong Kong Exchanges and Clearing Limited (the Exchange) sought public consultation to its proposal to allow corporate entities to benefit from weighted voting rights (WVR), designed to attract innovative companies to Hong Kong, adding diversity to the types of businesses listed on the Exchange otherwise dominated by financial services and property companies. In response to the invitation from the Exchange, the Committee set up a task force to consider this consultation paper.

HKWPEA expressed the view that a corporate entity may serve as an ecosystem leader capable of providing strategy, vision, leadership, and a powerful platform on which innovative companies can develop and succeed and that the continuation of the ecosystem leader's ability to have an influence on the business direction of the innovative companies will underpin the leader's interest in the innovative company. However, we expressed the view that to give disproportionate voting rights to the ecosystem

leader, however, requires corresponding safeguards, restrictions in WVR power and corporate governance protection requirements.

<https://www.hkex.com.hk/-/media/HKEX-Market/News/Market-Consultations/2016-Present/January-2020-Corporate-WVR/Consultation-Paper/cp202001.pdf>

4. Guidelines for HKWPEA on responding to Public Consultations

In the course of preparing these responses, our Committee also assisted the Board to prepare Guidelines for HKWPEA on responding to Public Consultations. These Guidelines are to be applied to all proposed responses to public consultations by HKWPEA.

We embarked on an attempt to conduct a survey on women in the workplace. This was overtaken by events in Hong Kong. However, we continue to look to opportunities to be a voice for our members in public affairs and to draw members' attention to issues of interest. We look forward to opportunities to work with other organizations such as the Women's Commission.

Our thanks to the Board for its support of the work of our Committee.

VIII. Social Enterprise and Services

Co-Chairpersons: Salome See and Selina Cheng

Committee members:

Liliana Au, Eva Chan, Jennifer Cheng, Julianne Doe, Fanny Heath, Agnes Koon, Grace Kwok, Jane Lee, Loretta Lee, Fanny Lui, Sandra Mak, Edith Mok, Angela To, Grace Tse, Wendy Wong, Joanne Wong, Marina Wong, Chow Yuen Mei, Lillian Li, Rebecca Yung, Sylvia Lee, Chew Yen Tan and Emily Tong

A. *Social Enterprise*

1. Social Enterprise Summit 2019

A Dinner to Remember – “Happiness in Life”

HKWPEA is pleased to be the sponsor the Social Enterprise Summit again this year. A Dinner to Remember was held on November 21, 2019 at the Dragon Gown Restaurant.



The theme of the Dinner is "Happiness in Life", featuring a number of fun filled activities and performances full of laughs and cheerfulness. We invited a local illustrator to give participants his signature "faster-piece" drawing onsite.

Salome gave a welcome speech on behalf of HKWPEA to over 100 VIPs, international and local speakers as well as representatives of partners, sponsors and supporting organizations.

2. The Hong Kong Social Enterprise Challenge

The Hong Kong Social Enterprise Challenge (HKSEC 香港社會企業挑戰賽), an inter-collegiate social venture plans competition organized by the Center for Entrepreneurship of The Chinese University of Hong Kong, has been at the frontier in educating students and the general public about social enterprises in Hong Kong.

Through a structured competition model, HKSEC encourages students to employ a creative entrepreneurial approach to solve real world social issues.

HKWPEA is committed to promoting social innovation in Hong Kong and has therefore sponsored \$10,000 every year since 2013 to conduct a public voting on the shortlisted teams for the HKSEC.

B. Services Projects

1. Stand by Me Project

Committed Budget: HK\$350,000

(HK\$24,350.9 remaining)

From 2018 to 2020 HKWPEA co-organized “Stand by Me” project with Hong Kong Sheng Kung Hui Welfare Council to address the pressing issues facing “youth in low confidence” in HK.



It is a 24-months project designed to address the “low confidence level, low self-image, low life direction mentalities and attitudes” that are prevalent among some youths in Hong Kong.

The program aims to deliver:

- “Messages of positivity” to an estimated reach of about 3000 youths.
- 31 youths received in-depth mentoring to be Life Ambassadors and transformed and will inspire others to follow. They are 14 University students, 12 secondary student and 5 creative media students from City University.

Program Delivery

Please note: Originally the program was scheduled be completed by Q1 of 2020. Due to the Covid-19 pandemic, some activities have to be postponed to Q4 of 2020.

Q4 2019 – Q4 2020- Activities/Service

| Date | Name of Activity | Goals achieved | No. of participants | No. of HKWPEA member participants |
|------------|------------------|---|---------------------|-----------------------------------|
| 21/10/2019 | 「圓圈繪畫」- 藝術工作坊 | 「圓圈繪畫」(Circle Painting) 起源自美國，透過畫彩色圓圈，達致人與人之間之圓融，釋放心靈力量和壓力。是次活動讓青年能夠學習專注當下，激發創意，在沒有批判之心並和諧地以色彩去交流和互相欣賞。故此，目標達成。 | 15 | 0 |
| 21/10/2019 | 中醫義診 | 安排 4 位中醫到中心義診，為計劃及區內青年調理身體，並藉活動關心身邊的青年人，讓他們能夠感受成年人對他們的關懷與支持。故此，目標達成。 | 2 | 0 |

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| 10/11/2019 | 社會事件支援系列 – 瑜珈 | 計劃請來美國瑜珈協會註冊瑜珈導師，透過瑜珈方式釋放青年們的壓力，過程中學習瑜珈，並透過感受自己身、心、靈，並需接觸他人的瑜珈動作，把他們的無力感及負面情緒得到舒緩。青年投入活動及學習，成功把積存在身體的壓力釋放。故此，目標達成。 | 14 | 0 |
| 9/11/2019 | 一人一故事劇場-社區公演 | 原定與香港社會服務聯會 - 社聯合作舉辦，但因社會狀況而被迫取消。 | / | / |
| 25/11/2019 26/11/2019 27/11/2019 | 霓虹燈牌工作坊 | 因應社會運動的效應，舉辦三場工作坊讓青年人能透過活動抒發自己的情緒，達至減壓的效果。年青人的行為、想法、對於社會上的一些內在看法我們不會去打壓，而是嘗試探究當中的問題所在。活動希望年青人透過文字設計燈牌，了解他們文字背後所表達的情緒，從中給予情緒上的支援，更在提醒大家找出自己的初心。故此，目標達成。 | 16 | 0 |
| 30/11/2019 | 兒童快樂日誌系列-獅子山 BBQ | 被人標籤為一個沒有教養、頑劣的街童。透過在社區舉辦活動，讓他們能夠感受到社區人士的關懷及陪伴。藉著獅子山BBQ，讓他們渡過快樂的一天，同時亦成為Stand by me青年計劃「小心願、大任務」自我挑戰計劃的藍本，在學習一級及二級山藝技能後，在中心舉辦4場有關“Camping”的兒童快樂日誌系列，期望讓他們擺脫街童的身份，逐漸開展充滿機遇的人生。故此，目標達成。 | 11 | 0 |
| 9/2019-12/2019 | “Stand by Me~ Follow You” | 因社會狀況，大部份的師友學習均出現困難，包括青年人的心理狀態及學習受到很大影響。只有兩位女工商成員Eva Chan和Lillian Li能夠開展。故此，目標只有部份達成。 | 13 | 2 |
| 6/12/2019 | Coconut Bowl工作坊 | 是次為社區青年提供一個學習專心冷靜的活動回應情緒，讓他們可以抽離一會，學習專心冷靜，感受個人的情緒需要。故此，目標達成。 | 10 | 0 |
| 11/2019-8/2020 | Stand By Me「寫意生活空間」 | 因應社會狀況所引發的青年心、身、靈疲乏狀態，計劃組員建議推動配置「寫意生活空間」，讓有需要的青年 | 68 | 0 |

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| | | 人安頓及冷靜情緒。另外，配置天然素材製成的香薰產品及豆豆坐袋，營造舒適安穩的氣氛，讓青年能享受輕鬆心情。此外，空間裡亦放置一行禪師作品「跟一行禪師過日常」及頌鉢，整理一系列減壓及早發掘有情緒支援需要的青年人。現時「寫意生活空間」已服務多位青年人，其中兩人更轉介至精神健康綜合社區中心作進一步跟進。故此，目標達成。 | | |
| 6/2020-7/2020 | 影子工作支援 | 於6月份收到一位計劃青年組員求助，表示受到精神困擾，對於今年DSE放榜及與家人相處承受很大壓力，在傾談及評估後，工作人員與該組員製定一個在放榜前的工作計劃，好讓組員能夠抽離壓力的刺激，減少在家時間，於中心擔任文件及活動的支援工作，好讓專注力放在工作上。期間，組員能夠減少與家人衝突的壓力，亦同時把專注投放在有意義的工作中，大大減低焦慮狀況，並順利過渡放榜。現時該名組員亦在中心擔任食物銀行的兼職工作，繼續把專注投放在工作之中，工作人員會與他定期會談，關顧他在情緒上的需要。故此，目標達成。 | 11 | 0 |
| 6/2020-7/2020 | “Stand by Me” Learning Companion | 九龍城區有不少基層家庭，他們的英語程度較弱，亦缺乏資源到外參加補習班，大大影響學業表現。有見及此。“Stand by Me” Learning Companion為基層的小學及中學生提供補習服務，讓他們能夠找到合適的方法學習英語，協助他們建立自信，在未來取得成功。然而，在第三波疫情的影響下，“Stand by Me” Learning Companion補習計劃亦需要延期。活動仍在推展中，期望疫情過後，在9月重啟。 | 48 | 0 |
| 2/2020-8/2020 | 社交媒體平台 (Instagram) 籌備 | 踏入2020年2月，計劃建立及開始營運一個網上社交平台 (Instagram)，並由青年主導，以創新手法把哈佛大學推薦的20個快樂習慣以短片及插畫形式呈現在大眾面前，將「快樂元素」注入於社會之中，提升公眾對理想生活的反思。組員開會討論後輪流製作帖文，當中內 | 12 | 0 |

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|---------------|---|---|---------------------|---|
| | | 容以短片、插畫、健康習慣等形式滲入快樂訊，並期望在計劃完結前完有關成哈佛大學推薦的二十個快樂習慣插畫設計，並在網上發佈。活動仍在推展中，將會繼續創作有趣的快樂訊息，向社會大眾發佈。 | | |
| 2/2020-8/2020 | 社交媒體平台 (Instagram) 發佈 | 踏入 2020 年 2 月，計劃建立及開始營運一個網上社交平台 (Instagram)，並由青年主導，以創新手法把哈佛大學推薦的 20 個快樂習慣以短片及插畫形式呈現在大眾面前，將「快樂元素」注入於社會之中，提升公眾對理想生活的反思。自 2020 年 2 月 21 日至 2020 年 8 月 26 日期間，社交媒體平台已創作及上載 41 個帖文，並得到 5818 觀看次數及 1730 點讚。活動仍在推展中，將會繼續創作有趣的快樂訊息，向社會大眾發佈。 | 5818 觀看/ 1730 點讚 | 0 |
| 2/2020-8/2020 | 「小心願、大任務」配對工作 | 在 2 月中已成功配對 5 位女工商會員成為各組 Mentor，並就各組提供計劃指導。活動仍在推展中，期望疫情過後，在 9 月重啟。 | 17 | 5 |
| 6/2020-8/2020 | 「小心願、大任務」 Personality Dimension Caring Project | 組員在諮詢Mentor後，已開展兩堂一級性格透視培訓師認證課程，共有20位青年參與，當中有10位得到計劃資助。然而，受到第三波疫情影響，餘下的課堂及服務被迫延期。活動仍在推展中，期望疫情過後，在9月重啟。 | 47 | 1 |
| 6/2020-8/2020 | 「小心願、大任務」Camping Team Caring Project | 組員在諮詢Mentor後，成功在社區招募Camping Team成員，反應熱烈，在面試過後，成功招募了地區20位青年加入。然而，受到第三波疫情影響，原訂於7月舉辦的宿營及一級山藝訓練被迫延期。活動仍在推展中，期望疫情過後，在9月重啟。 | 48 | 2 |
| 6/2020-8/2020 | 「小心願、大任務」 Co-Living Caring Project | 組員在諮詢Mentor後，已相約負責Co-Living開會推展服務，然而受第三波疫情影響，暑期推展的服務被迫延期。活動仍在推展中，期望疫情過後，在9月重啟。 | 7 | 2 |

Results of transformation will be measured at the end of Q4 2020 by:

- A pre-post questionnaire to measure the level of happiness--80% of mentors and mentees expected to find the results satisfying, i.e. an improvement in the level of happiness

- The Cambridge Occupational Self-Analysis tool will be employed-- 85% of youngsters expected to improve their knowledge /ability in choosing a suitable career
- A pre-post self-evaluation of attitudes--80% +to realize a change and adopt a positive perspective

Roles of HKWPEA Members:

- Serve as role models in “Stand by me - Follow me” project
- Serve as advisors and consultants to the 「小心願、大任務」 community projects

2. Post-50 Internship Programme

The Post 50 Internship Programme has continued in 2020 following last year’s success. The response was overwhelming and ERB had to close the recruitment of 50+ candidates shortly after it launched. HKWPEA was a co-organiser for the programme.

3. Leadership Training Program for Underprivileged Youngsters

“Leadership Training program for Underprivileged Youngsters” co-organized with the Hong Kong Association of Careers Masters and Guidance Masters (HKACMGM) had been suspended for 2020 due to Covid -19 pandemic.

C. Awards

HKWPEA, through the nomination of the Hong Kong Sheng Kung Hui Welfare Council (HKSKH), was honored to be recognized again for “Caring Organization” of Hong Kong Council of Social Services (HKCSS) Caring for the fifth time for the year 2019/20.

IX. Culture & Art

Chairperson: Yolanda Ng

Planned activities for 2020 including exploring K11 Musea and nature discover park, tour to "Time will tell", 5 days trip to Shanxi, and tours to Art Asia and Art Next have been suspended due to the Covid-19 pandemic.

X. Charitable Foundation Liaison

Co-Chairpersons: Marina Wong and Eva Cheng

1. The HKWPEA Charitable Foundation School of Chinese Opera Scholarship was granted to two students of HKAPA for 2019-20, each receiving HK\$25,000.
2. The HKWPEA Charitable Foundation WISE Scholarship 2019/20 for the Hong Kong University of Science and Technology was sponsored for a total sum of HK\$20,000.
3. The Charitable Foundation funded Phase I of the Project EYE at HK\$150,000.
4. The bank balance of the Charitable Foundation as at 31 August 2020 stood at \$1,485,487.56.

XI. OWA Alumni

Co-Chairpersons: Caroline Mak and Grace Tse

Following last year’s success, the Committee collaborated with HKUST Professor Joseph Koc this year on two sessions in the ‘Developing a Leader in You’ course at HKUST. OWA Awardee Dr. Jane Lee was guest speaker for ‘Delegation and Empowerment’ on 13 March 2020 and Caroline Mak delivered

‘Making Difficult Decisions’ on 8 May 2020, via Zoom. Both received very positive feedback from Professor Koc and the students.

Due to social unrest in second half of 2019 and outbreak of COVID-19 since January 2020, no OWA reunion gathering could be arranged during the year.

XII. Innovation & Technology

Co-Chairpersons: Helen Kan and Cindy Chow

Innovation & Technology Committee’s work this year focused on increasing members understanding about innovation and technology developments in HK. Following last year’s visit to Science Park which was well received, the committee organized a visit to Cyberport on 24 Oct 2019 to understand the gaming industry’s ecosystem. 16 members and guests attended and met three startups of the gaming industry.



On July 2 2020, Cindy Chow, Committee Co-chair and Executive Director of Alibaba Entrepreneurs Fund was the speaker for a webinar session on “Transforming HK through Innovation and Entrepreneurship”, which was facilitated by Helen Kan. The webinar was very well attended with around 44 participants.

The committee supported HK Startup Index 2019, organized by Entrelink which was a survey to understand the performance of startup ecosystems in HK.

The committee also designed and rolled out a member survey – “Understanding Your Pain Points and Possible Innovation and Technology Solutions of Interest to you” in June 2020. The results of the survey can help the committee to determine future initiative and activity plan which are of more relevance to members’ interest.

XIII. Well-being & Health

Co-Chairpersons: Janice Tsang and Yuen Mei Chow

1. The Public Consultation on End-of-Life Care Legislative Proposals (16 December 2019)

The Government is committed to providing quality and holistic end-of-life care to persons and families to meet their preferences and needs. The relevant government bureau and departments, the Hospital Authority (“HA”) and non-governmental organisations have been striving to improve a whole range of services to support end-of-life care.

With support from the Exco members and feedback from our members, the Well-Being & Health Committee successfully submitted our collective comments on the launched Public consultation on End-of-Life Care Legislative Proposals on behalf of the HKWPEA to the Food & Health Bureau on 16th December 2019.

2. COVID-19 Well-being Tips E-flyer

While the World Health Organization (WHO) has declared COVID-19 as a global pandemic earlier in the year, with the first wave of the COVID-19 coming relatively under control, the Committee sent out a gentle reminder in the form of e-flyer to continue our vigilance to combat against the COVID-19,



we may have not reached our peak surge at that time, and we anticipated a further wave of the infection may come if we lost our vigilance.

This e-flyer on tips for the pandemic, as prepared by the Well-being & Health Committee, was sent to all our members in March, 2020.

3. Staying Healthy Series: Healthy Body on Body Building (26 May 2020)

Since the advent of the unanticipated COVID-19 global pandemic with obligatory social distancing, the Committee was delighted to launch a series of “Staying Healthy Series” for our members in the cyberspace. The Committee first presented a 1-hour Zoom sharing session “Healthy Body on Body Building” on 26th May 2020.



Around 20+ members joined and learnt from Miss Ida Man, Certified Personal Trainer on keeping our body in shape, Yuen Mei our Co-chair also shared her hands-on experience with a very practical Q & A session answered by Ida inspiring us to continue build our bodies in the right way. The session was moderated by the Committee Co-Chairpersons Yuen Mei and Janice.

4. Staying Healthy Series: Healthy Eyes (24 June 2020)

To continue our “Staying Healthy Series”, we had another 1-hour Zoom sharing session, and were delighted to invite Dr. Emmy Li, who is our HKWPEA member as well as a Specialist in Ophthalmology, Vice President of the Hong Kong Ophthalmological Society, to discuss and share her professional advice on better eye care especially this time of the year with increased utilization of social media and electronic devices. About just more than 25 members joined this online gathering on 24th June 2020.



5. Mindfulness Exercise for Healthy Minds

Thanks to our Committee Member, Loretta Poon, who serves as Senior Member of the Newlife 330, and she is sharing some more online Mindfulness exercise for all our members to share and practise at home or at work, as we received overwhelming and positive response from her sharing.

6. Staying Healthy Series: Healthy Brain – Healthy Aging and Understanding Alzheimer’s Disease: Prevention, Treatment & Care (8 September 2020)

September is the month of World Alzheimer’s Disease Month. Thus, the Well-being & Health Committee was glad to invite Dr. David Dai, JP, who is a Specialist in Geriatric Medicine & Chairman of the Hong Kong Alzheimer's Disease Association giving us a 1-hour informative presentation on Alzheimer’s disease and other related diseases, as well as healthy aging. Altogether, about 40 members joined this online gathering on 8th September 2020.



XIV. Project EYE

In March 2020, Caroline Mak proposed HKWPEA to consider an initiative to relieve impacts brought by the coronavirus outbreak. Caroline agreed to take the lead and formed a task force with Fanny Lui, Yolanda Ng, Grace Tse and Salome See as members. Funding of project will be sought from HKWPEA Charitable Foundation.

In light of the substantial increase in use of smart phone and computer since COVID-19 outbreak, a community project, entitled Project EYE, which aims at promoting good eye care awareness and practices to general public, particularly kids aged 6-12, young teens and their parents, was approved by the Board in April. Funding of HK\$150,000 was secured from HKWPEA Charitable Foundation.

Caroline formally formed Project EYE Project Steering Committee (“PSC”) with the initial task force and two additional members.

| | |
|-------------------|---|
| Chair | Caroline Mak |
| Members | Catherine Yau, Fanny Lui, Grace Tse, Joyce Cheng, Salome See and Yolanda Ng |
| Technical Advisor | Dr. Emmy Li, Ophthalmologist |

Project EYE is handled by five implementation committees covering Technical Concept, Production and Marketing, Distribution, Members Engagement and Legal.

Project EYE (SMART 生活 齊來建立護眼好習慣) covers the production and then distribution and marketing of good eye care practice infographics and video to the community.

For selection of service provider, a request for proposal was sent to three service providers with relevant experience and high market share to reach the target audience. The process included detailed comparison of quotation received and independent scoring by PSC members excluding those who might have conflict of interest. The scoring is based on a weighted scoring matrix and the result was presented to the Board which approved the appointment of TOPick (under HKET) as service provider for Project EYE production, media placement and marketing. We have achieved to agree with TOPick to co-own Project EYE infographics and video, which means HKWPEA can use the materials for follow-on phases of Project EYE.

PSC immediately started implementation upon signing of TOPick quotations and worked closely with TOPick on the production of infographics and video amid challenges of COVID-19. Despite this, we managed to complete the video and infographics, in two phases, on 17 August and 25 August 2020 respectively. This is timely as schools are currently expected to be running online classes in the first two weeks when new school year begins on 1 September 2020 due to COVID-19 situation.

Online impressions on video and infographics achieved from launch to 31 August 2020 were as follows:

For Video: 33,056 on TOPick.com & TOPick Web & Mobile plus 210,651 on Facebook. A total of 243,707 impressions were achieved.

For Infographics: 168,500 on TOPick.com & TOPick Web & Mobile plus 181,575 on Facebook. A total of 350,075 impressions were achieved.

| Project EYE Infographics 眼睛保健動畫 | Project EYE Video 眼睛保健視頻 |
|---|---|
| | |
| <p>YouTube: https://www.youtube.com/watch?v=omEcSb_r-94&t=13s</p> <p>Facebook: https://www.facebook.com/topick.hket/posts/4317049211698525</p> <p>TOPick: https://topick.hket.com/article/2737901</p> | <p>YouTube: https://www.youtube.com/watch?v=WUFMWoysS4M</p> <p>Facebook: https://www.facebook.com/topick.hket/posts/4289661181103995</p> <p>TOPick: https://topick.hket.com/article/2728594</p> |

Modernised HKWPEA website:



With Janet Yu's great help, a dedicated email projecteye@hkwpea.org was set up to receive enquiries plus links to Project EYE video and infographics together with a sign up for more information box have been posted on the home page of a modernised HKWPEA website.

We are exploring other marketing channels such as KOLs who are willing to post Project EYE links (upon finalization of simple disclaimer) free-of-charge.

We seek to distribute Project EYE materials to the community as widely as possible. We have identified 10 target categories, namely uniformed groups, schools, community centres and social service organisations, religious groups, associations, professional bodies, organisations contacted HKWPEA in last two years, members and friends, extracurricular activity groups and others.

On 26 August, HKWPEA Secretariat disseminated launch email with Project EYE links to all members and 80+ targeted organizations. Various ExCo and members helped to share Project EYE materials to their groups and connections, including St Paul's Co-educational College alumni parents group, St John's Cathedral Women's group, The Hong Kong Chinese Women's Club Hioe Tjo Yoeng Primary

School, Maryknoll Covent School Primary Section PTA and parents groups, John Kennedy School and HKUGA Primary School.

To date, positive feedbacks were received from numerous organisations, including Sheng Kung Hui schools (network of 50+ schools), Yao Dao Primary School, Methodist Centre and Benji's Centre.

PSC will continue to encourage members to spread Project EYE materials to their friends, connections and the community.

In the meantime, PSC is considering how best to collect feedback from recipients of Project EYE materials and use Project EYE materials for other meaningful initiatives in future.

Looking back, we have a most challenging term with the US-China trade war in 2018, social unrest in 2019 and the pandemic of the century since the beginning of this year. This pandemic will ultimately be controlled, so now is a time to prepare for recovery - at home, in business and in community. Things may be different, but Hong Kongers have proven to be remarkably adaptable and we all play a part in building a "new normal".

I would like to acknowledge the dedication of our Board Members and Co-Chairs of the 13 Committees over the past two years. They have brought diverse perspectives to the table and engage in meaningful discussions on different issues in a respectful and effective manner despite their busy schedules.

My heartfelt thanks also go to the Secretariat for her professional service and dedication to the work of HKWPEA.

It has been my honour serving as your President in the last two years. I am truly grateful to have served my term with such a passionate and wonderful group of members. Together with our next President and Board, we will continue to make a genuine difference in our community and to become drivers of women's empowerment.

Gratefully yours,
Rebecca Yung
September 10, 2020