



Annual Report 年報 2008/09



智樂 **playright**

遊戲是屬於孩子的

智樂的工作是讓孩子有遊戲機會，讓他們從多角度體驗遊戲的樂趣。

Children have the right to play

Playright's task is to create opportunities for every child to experience the fun and benefits that quality play brings

有關智樂

智樂兒童遊樂協會(智樂) 成立於1987年，是一所慈善團體，透過遊戲讓兒童擁有豐盛生命。我們鼓勵兒童遊戲，並推動家長、老師、政策制訂者及大眾相信遊戲能照顧兒童成長中的各項關鍵需要。

我們透過「倡導」、「資源」、「外展」、「環境」四個領域的工作，讓香港及亞洲區的兒童開啟潛能，掌握未來。

About Playright

Playright Children's Play Association (Playright), established in Hong Kong in 1987, is a charity that seeks to enrich the life of every child through quality play. We make a difference in the lives of children by encouraging them to play. We further seek to demonstrate to parents, teachers, policy makers and the public at large that quality play is vital if the full range of the child's developmental and other needs is to be successfully met.

Through action, research and publicity covering four related areas—Advocacy, Play Resources, Play Outreach and Play Environments—we are helping to unlock the full potential of children in Hong Kong and elsewhere in Asia.

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名譽會長的話

智樂兒童遊樂協會又經歷了非常繁忙的一年。過去一年，除了繼續倡導遊戲對孩子的意義和價值外，我們在多個新領域上作了創新的嘗試。在這份年報內，您將會更了解這些項目的細節，但是，我希望在這裡提及兩項重點倡導的行動，它將會為孩子帶來不一樣的童年。

其中一個是倡導成立兒童博物館。我們的願境是博物館內的設施是互動和以兒童為中心，重視兒童的福祉應多於商業利益的考慮。兒童博物館應是香港甚至鄰近地區的標誌性建設，為優質遊樂環境提供一個典範例子；它不是設計成一台教學機器，而應是刺激兒童的創意及好奇心最佳地方，提供自由選擇和發掘新事物的機會，更切合我們更新更開放的課程。

另一個行動，便是就政府計劃了興建的兒童專科卓越醫療中心提交建議。多年來，智樂進行醫院遊戲服務成效有關的研究，已證明醫院遊戲對病童的價值，我們強烈希望建議可被有關當局接納。

對於我們一切推行或在計劃中的服務，兒童的聲音應是其中一個重要指引，如遊戲沒有顧及孩子的需要，而只強大人的想法，往往是徒勞無功的。遊戲應該是兒童主導的，並不是為學習為重的一個活動。遊戲為的是樂趣，被剝奪遊樂機會的兒童是最可憐。成人往往認為自己想法和喜好是最適合兒童，然而實際並非如此。

這些就是智樂的基本信念，我們希望得到更多組織和個人的認同。香港兒童權利委員會帶領的代表團將會聯同三名兒童出席來年於日內瓦舉行的聯合國兒童權利委員會會議。我們熱切期望香港當局注意該會議有所提及的做法，並最終接受設立兒童事務專員的需要。我們必須經常細心聆聽我們未來棟樑的聲音，長遠來說，是有必要立法設立這樣一個崗位，令兒童的聲音得到重視。

馬登夫人

Message from the Honorary President

Playright Children's Play Association has had another extremely busy year. As well as continuing with our original mission of advocating the meaning and value of play, we have moved into several new areas of demonstration and innovation. You will read of all these projects in detail in this report but I would like to mention two new initiatives which could make a real difference to our children's lives.

One of these is our advocacy for a Children's Museum. Such a museum, interactive and child orientated, would show that we value the interests of children more than the interests of commerce. It would be a landmark for Hong Kong and the region and an example of the wider meaning of what play is about. The museum would not be designed as a teaching machine but would be there to stimulate the child's own ideas and curiosity. It would fit in with the new more open curriculum by giving the child a choice and a chance to discover.

We have also submitted recommendations to the Government concerning the planned Centre of Excellence in Paediatrics. Over the years, Playright has published research on hospital play service run by hospital play specialists and has proved its value. We have strong hopes that our recommendations, which are based on solid up-to-date experience, will be accepted.

In all that we do or are planning to do the voices of children are our guide. It is not enough to impose our well meaning ideas without some reference to the end users, and this is especially true about offering opportunities for play. Play should be child led and not just an activity for the purpose of learning led by an adult. Play is for fun and the child who is deprived of play will always be the poorer. It is easy for adults to fall into the trap of thinking that their ideas and their preferences are the same as a child's. This is not the case.

These are some of the basic beliefs of Playright and they are shared by many other organizations and individuals. A delegation headed by the Hong Kong Committee on Children's Rights and including three children will attend the meeting next year of the United Nations Committee on the Rights of the Child in Geneva. We very much hope that the authorities in Hong Kong will take note of the representations made in Geneva and will finally accept the need for a children's commissioner. The voice of our future must be clearly heard at all times, and legislating for such a position is a vital step towards ensuring that this is the case.



主席的話

這是展現巨大成就和充滿挑戰的一年。首先，我們那振奮的旗艦項目「滙豐智樂遊戲萬象館」終於隆重開幕，智樂透過萬象館向大家表示我們對遊戲的承擔及決心。萬象館主要是由日本著名建築師仙田滿博士設計的，我們亦有幸邀請博士來港出席「兒童遊樂空間」遊樂環境設計研討會，外間反應踴躍，座無虛席。而萬象館的設施和各式各樣的服務都廣受歡迎，並贏取了公眾和媒體的稱讚。這些活動之所以成功，完全歸功於我們員工的優秀工作表現，而我也希望在此感謝所有執行委員會和小組委員會成員努力不懈的教導和支持。

金融危機和甲型流感大爆發都令社福機構透不過氣來。金融危機的確令我們的籌款活動困難，然而，卻觸動更多組織邀請我們舉辦遊戲訓練：因為他們逐漸並更充分了解到遊戲可以幫助舒緩壓力，並能促進家庭的和諧關係。甲型流感肆虐期間，防感染的管制更加嚴緊，遂令玩具圖書館、萬象館及醫院義工的服務要暫停。慶幸的是，我們的醫院遊戲師在這重要時刻被邀在醫院繼續工作，在瑪嘉烈醫院傳染病中心為被隔離的病童提供遊戲服務，令他們更快痊癒。同時，我們也與醫院義工一起準備遊戲包，為更多留院或已回家的病童提供遊戲機會。謹此，我必須再三向我們全力以赴的職員致以謝意與讚許。他們能夠在這個不斷變化的環境中迅速和恰如其分地適應下來，可見他們專業、專心致志的態度和能力。

另一方面，我們以靈活的手法和負責任的態度來面對挑戰，透過重新檢討管治架構和溝通平台，以及引入新的員工表現評核系統，與時並進。我們的執行委員會和小組委員會成員都在各方面提供了可貴的指導和無私的貢獻。

今年是香港獲聯合國兒童權利委員會大會納入為成員地區的第二十年。我們將繼續與多個有關團體組織緊密合作，倡導發展兒童政策，設立兒童事務專員崗位，以及成立獨立的兒童事務委員會。

最後，相信來年也是充滿挑戰的。可是，我們盼望眾多的大型項目誕生，包括西九龍文化區和兒童專科卓越醫療中心等，能孕育更多遊戲機會的出現。有大家的支持，相信我們的願境終有一天成真。

周鎮邦醫生

Message from the Chairperson

This has been a year of great achievements and tremendous challenges on many fronts. Our inspirational flagship project, HSBC Playright PlayScope, opened after months of meticulous preparation. It is already proving its tremendous potential for us to further promote and demonstrate the value of play. The facility and its varied services have already won praise from the public and the media and a seminar run by Professor Dr Mitsuru Senda, who assisted us in its design—"Designing Play Spaces for Children of Today"—was very well attended and received. These and our many other successes have depended on excellent work by our staff and I would like to thank them and all executive committee members and subcommittee members for their unfailing guidance and support.

The key challenges were of course the financial crisis and the outbreak of pandemic influenza A (H1N1). While the former made it difficult to raise funds, it also triggered more requests than ever from organizations for play training as people came to realize even more fully that play can help alleviate stress and enhance family harmony in times of tension. The influenza pandemic, with its stringent infection controls, forced the toy library to close, disrupted PlayScope's services and required that we suspend the work of our hospital play service volunteers. It is comforting to note, however, that our hospital play specialists were immediately asked to carry on working—their knowledge and skills are clearly seen as an important component of holistic care for children in hospital and they have made Playright an important partner in the public health arena. We were very pleased to be able to add value in this unique way, particularly since many of the children who had to be isolated for seven days in the Infectious Disease Centre at Princess Margaret Hospital as a result of this outbreak were in fact relatively well. We also usefully redeployed our volunteers in preparing play packs for children staying in hospital and at home. I must again congratulate and thank our staff for their dedication and professionalism and their remarkable ability to adapt so rapidly and appropriately in the face of rapidly changing circumstances.

We are preparing to address future challenges more nimbly and accountably, and are advancing well with our review of governance structure, a revamp of our communications platform and the introduction of a new performance appraisal system. Our executive committee and subcommittee members have provided valuable guidance, support and selfless contributions in these important areas.

This year is the 20th since the adoption by the General Assembly of the United Nations of the Convention on the Rights of the Child. We will continue to work closely with a number of other agencies who have children's interests at heart in order to advocate for a children's policy, a children's commissioner and an independent children's commission.

The years ahead will undoubtedly be full of uncertainties and threats. Yet we look forward to many large scale projects, including the West Kowloon Cultural District and the Centre of Excellence in Paediatrics, and we relish the chance to rise to these new opportunities. We are certain that with your support and your guidance we will ultimately see an environment emerge that really does promote the optimal development of our children.



總幹事的報告

怎樣令機構持續發展一向是智樂重點關心的議題，而因為全球性金融危機衝擊香港，這個議題更被重視。要對智樂的宗旨和使命不偏不倚，同時又要集中處理事情的先後次序，要承受這樣的挑戰，是非常吃力的事。即使我們加強了公司的方向感和管治能力，我們依然感覺微不足道。然而，因為我們的信念堅強，身邊的支援又絡繹不絕，我們發覺實際擁有的已經是無限的財富。

令我們繼續向前的，不但來自我們對遊戲的信念及認知，還有是機構內同事間開放及互相支援的文化及態度。過去一年，儘管資源有限，卻依然有更多職員獲取了遊戲工作的專業資格。我們為前線員工發展了一個「遊戲工作會議」的溝通平台，也為服務主管開發了「行動後檢討」的平台。兩個平台皆鼓勵同事公開分享，以及支援性的學習，令我們更緊密地合作向前邁進。

在我們向前邁步同時，我們亦張開耳朵聆聽兒童的聲音，並感受他們的需要。令我們感動的，就是在四川受災期間，我們委派遊戲師往當地，通過遊戲支持及鼓勵地震後存活的兒童。那次的緊急行動對我們來說是不容易的，但得到同事和委員會成員的全力支持。最後，受災兒童和我們的員工都體驗了施與受的深層意義，並證明當中遊戲的治療力量。

回顧香港的服務，我們繼續追尋夢想，為兒童提供最好的遊戲環境和資源。談到這裡，位於大埔的「滙豐智樂遊戲萬象館」的建立已證明建築設計的心思，為優質遊戲提供真實的驗證。我們能夠為兒童完成萬象館而感到振奮。希望我們所做的，可以為他們帶來豐富的遊戲生活。

只要繼續有不同個人或公司的支持，所有夢想都變得有可能。感謝各界捐獻，不但令我們四川遊戲計劃得以進行，我們亦透過設施命名贊助計劃，籌集了港幣700,000元以補貼萬象館因建築費漲價所遇到的赤字，令項目順利完成。

面對金融危機及前陣子港人對四川地震的大型捐款活動影響，大家對賣旗日結果都抱較悲觀的預測，但結果卻出人意料，我們籌募了港幣共700,000元。我深深覺得每枚硬幣都溫暖我們的心，並鼓勵我們要繼續為兒童遊戲而努力。我為每一位支持者 - 尤其長期誠摯支持我們的 - 在這裡深深表達謝意。沒有您們的支持，智樂根本不能存在。

當資源變得更加缺乏，對可持續發展能力的渴求變得更加重要。因此，我們決定檢討機構策略，務求智樂在香港持續地發展。在2009年初的六個星期，智樂的執行委員會成員和管理層參與了亞洲慈善服務所舉辦的一個策略計畫項目。透過討論及分析，我們學習及得到了很多，真的非常感謝亞洲慈善服務為我們提供了這麼一個免費學習的工具。

智樂的核心價值是賦予權力，充滿熱情以及培養扶持，也是這些價值觀把我們所有員工團結凝聚。我們學會了在挑戰下維持核心價值，常抱樂觀的態度面對困難。我非常感激我們的名譽會長、主席和所有委員會成員的不懈支持，以及他們過去一年對我們工作的萬分信任。

王見好

Executive Director's Report

Sustainable development has always been a core concern for Playright, and it took on major proportions when the global financial crisis struck Hong Kong. The challenge of staying true to our vision and missions while remaining focused on absolute priorities was intense. While we made a conscious effort to strengthen our corporate directions, values and capacities, we often felt too small for the task. Yet we discovered that we actually possessed untold riches because of our faith and the unfailing support of so many!

Our uniqueness lies in our trust and expertise in play, while our strength comes from our openness and supportive culture. Despite limited resources, still more staff members gained professional playwork qualifications during the year. We developed a 'Community of Practice' platform for front-line staff and an 'After Action Review' platform for unit head staff. These two platforms encouraged open sharing and supportive learning and we are now working even more closely together as we look ahead.

As we moved forward, we opened our ears to hear children's voices and our hearts to feel their needs. Among the most touching aspects of our work was having our play specialists go into Sichuan to support children through play after the earthquake. This was no easy encounter, but our emissaries were strengthened by full support from staff teams and committee members. The experience was rewarding for the children and the staff alike and proved the healing power of play.

Meanwhile, back in Hong Kong, we continued to fulfil our dream of creating the best possible play environments and resources to help our children flourish. In this regard, HSBC Playright PlayScope in Tai Po has already proved a masterpiece of design and construction and is daily offering vibrant testimony to the value of play.

We were thrilled to be able to dedicate this project to all children in the hope that it would bring them the play life they so fully deserve.

All our projects were made possible only by the support of many individuals and corporations. I was particularly moved by the readiness of friends and networks to give generously to our Sichuan project and to contribute to the cost of constructing HSBC Playright PlayScope. By creating a vigorous facilities naming programme for this new facility, we raised \$700,000 to cover the shortfall we had encountered.

The Flag Day result was also a miracle, given the financial situation and the impact of the Sichuan disaster on people's giving. We raised \$700,000 to support projects for deprived children. Every dollar has warmed our hearts and encouraged us, and I am deeply grateful to each of our supporters, especially those who have stayed true to us for so long. Without you and our faithful corporate partners we would not have survived.

With resources becoming scarcer, the quest for sustainability has become paramount. We have therefore critically reviewed our strategies for creating a sustainable impact and becoming sustainable ourselves. Over a period of six weeks in early 2009, members of Playright's Executive Committee and managerial staff took part in a Strategic Planning Project led by Asian Charity Services. Key issues were raised and many lessons learned as a result of discussion and analysis. We found the exercise useful for our on-going strategic action planning and are most grateful to Asian Charity Services for providing us with this free toolbox.

The core values of Playright are that we are empowering, passionate and nurturing, and it is these values that have welded our staff team together into an integrated whole. We have learnt to live with challenges and are grateful that we can see our life and work as 'half a glass of water'! I am indebted to our honorary president, our chairperson and the members of all our committees for their unfailing support, as well as their faith in our work throughout the year.

Kathy Wong

滙豐智樂遊戲萬象館

遊戲是孩子的生活

小莊向來非常害羞寡言，來了這裡只一個多月，竟開心地與其他孩子玩，
離開時還懂得向職員講Bye bye。

三歲的獨生兒，雙職父母，平日多留在家

HSBC Playright PlayScope

Living the play way

Siu Chong is three. The only child of double income parents, she stays home most of the time. She was really very shy and quiet, but we were amazed at how readily she began to play with other children after having become a member of PlayScope for only a month. She now cheerfully says 'bye bye' to the staff each time she leaves.





滙豐智樂遊戲萬象館

香港地少人多，在高度密集及擠迫的環境下，犧牲的是兒童遊樂的空間，我們認為社區的遊樂設施是很重要的。由日本環境デザイン研究所著名建築師仙田滿博士及其設計團隊和智樂遊樂環境設計小組共同協作，歷時三年籌備、設計及興建的「滙豐智樂遊戲萬象館」正式在大埔區開放給市民使用。不但每年將為數以萬計的香港兒童提供一個具特色及安全的優質遊樂空間，讓兒童自由探索，更設有玩具圖書館及參考資源閣，令家長可獲取豐富的遊戲資源。

我們繼續貫徹「遊戲工作」的理念，尊重兒童自發、自主的空間，讓更多的兒童享受優質的遊戲服務。並向家長及專業人士提供豐富的遊戲資源，一同體驗全面的遊戲樂趣及教育價值。



HSBC Playright PlayScope

Hong Kong is densely populated and congested. The provision of play spaces for children has fallen victim to commercial development and material progress. Because we believe that community recreation facilities are so important we asked our own Play Environments and Design team to work with award winning designer and architect Prof Dr Mitsuru Senda, Japan's foremost expert in the field. After three years' hard work, HSBC Playright PlayScope (PlayScope) is now open, providing a range of safe, versatile play spaces for thousands of children. They use age appropriate play to explore the world around them, create their own fresh worlds, or simply spend quiet time. The Toy Library and the Play Resources Corner offer a variety of play resources to their parents as well.

PlayScope's services are supported by our own professional playworkers. Their job is to encourage play, involve the children in talk and sharing, and work at a practical level with parents and others, thus helping everyone appreciate the full scope and value of play.

360度遊戲新角度

遊戲穿梭城

在遊戲穿梭城內，兒童可以挑戰體能，盡情地穿梭於色彩繽紛的特製「遊戲盒子」及超過3米高的「空中繩網」裏。自由遊戲能讓兒童發揮無窮創意，創出自我的新領域，建立團隊精神，體驗不同的社會角色。

遊戲發明室

家長和子女可以在遊戲發明室中參加多姿多彩的遊戲工作坊及活動，如污糟貓遊戲、體能及創意遊戲等；此外，智樂設計的遊戲由幼兒階段開始，以不同的年齡層照顧兒童的遊戲及成長需要

玩具圖書館

過千份符合安全及衛生標準的玩具，分類成11個類別，以供會員借用。家長可更容易為孩子選擇合適、安全、衛生又好玩的玩具，引發孩子自發地從玩具中探索身邊的世界，有效地啟發孩子的個人潛能；同時豐富親子遊戲機會，增進親子關係。

參考資源閣

為家長及專業人士而設的「參考資源閣」，提供各種遊戲課題的書籍及雜誌，涉及各種遊戲理論、遊戲意念及資訊；是一個蘊藏眾多遊戲資源的寶庫。





Seeing play from every angle

PlayCircle

In the PlayCircle at PlayScope, children love the physical challenge and excitement of weaving their way around a system of colourful and ingeniously designed PlayBoxes and clambering over our 3 m long SkyWeb. This physical freedom is further enhanced by the limitless creative possibilities of imagining fresh worlds, building new teams, and experimenting with different roles. PlayCircle also incorporates constantly changing themed play activities.

PlayLab

Next, in the PlayLab, children and their parents/caregivers attend a range of play classes and workshops run by our staff. Among other experiences they here enjoy 'messy' play, physical play, and creative play. We are also promoting learning about play for specific age groups, including nursery and later childhood.

Toy Library

To promote shared quality time at home, PlayScope members can borrow a wide variety of toys from 11 different categories. Each toy complies with international safety and hygiene standards and is cleaned and disinfected on return. The toys we lend out stimulate children to explore the world around them. They also create parent-child play opportunities and strengthen family bonds, and of course we encourage parents to let their children choose the toys for themselves!

Play Resources Corner

Finally, our Play Resources Corner provides a large and growing collection of reference books and magazines on play and play related topics. These are carefully selected to appeal to educators and other professionals concerned with children as well as parents, and they thus cover research as well as practical issues.





資源

Play Resources

培訓讓知識增長

課程讓我重新定義了遊戲，以前這對我來說是一張椅子，但現在看來是一件大玩具，讓我再次用童心看世界。

一位參加了遊戲工作課程的社工

Training that enriches

A social worker on one of our playwork courses tells us that what she learned opened her eyes to new interpretations of play. 'What was merely a chair before has become a versatile toy,' she says. 'I can now see the world through a child's eyes.'





香港及境外培訓

若要增加兒童遊戲機會，我們認為必須讓更多成人認識遊戲，了解遊戲。過去一年，我們被邀到不同的學校及機構，透過講座、工作坊及課程為萬多人提供遊戲培訓機會。

我們的培訓師被邀到東亞各地提供培訓服務，醫院遊戲培訓師分別到澳門鏡湖護理學院及日本有關醫院遊戲的座談會分享香港的醫院遊戲服務。而遊戲工作培訓師則到澳門及國內北京、四川、新疆、合肥、深圳及廣州提供遊戲課程。

與海外遊戲專家合作

遊戲工作源於歐洲，在近年間日受重視的專業工作，在國際間亦漸成為專業資格的準則。智樂與英國著名遊戲培訓公司 - Common Threads 合作在香港提供認可的遊戲工作課程，包括基礎、證書及文憑課程，讓更多人士可獲取相關的資格。



Understanding play in Hong Kong and the region

Grown-ups understand play much better if they are exposed to more play opportunities. During the year, we were invited to provide more play training opportunities in different schools and organizations by way of seminars, workshops and courses—thousands of people attended. Our training specialists are spreading their services into many different parts of East Asia. Our hospital play specialists shared their experience with people in Hong Kong, in Macau's Kiang Wu Nursing College and at hospital play symposia in Japan. They also offered play courses in Macau, Beijing, Sichuan, Xinjiang, Hefei, Shenzhen and Guangzhou.

Cooperative ventures with overseas play experts

Originating some time ago in Europe, playwork is a now a fully fledged profession that is earning increasing respect, with training and practical work leading to internationally recognized qualifications.

Playright joined forces this year with Common Threads, a prominent play training company in the United Kingdom, to provide accredited play work courses in Hong Kong, including foundation, certificate and diploma courses, thus enabling more people in Hong Kong to gain useful qualifications.

舉辦大型遊戲研討會

智樂亦於08年11月29日至12月2日與中國學前教育研究會遊戲與玩具專業委員會、北京師範大學學前教育系及浙江師範大學杭州幼兒師範學院玩具系合作，在杭州舉行了首屆「亞洲兒童遊戲與玩具國際研討會」，有超過百名教育界人士參與是此國際交流的平台。

玩具圖書館

分享玩具，分享快樂，我們繼續承辦香港中央圖書館內玩具圖書館之管理及營運服務。很多家庭通過我們的遊戲服務，得到不少的歡樂和增進了親子關係，亦體驗了遊戲及玩具對兒童帶來的益處。另外，我們也為學校和團體提供參觀時段，並為公眾提供遊戲講座及親子遊戲工作坊等的遊戲資源，廣受外界歡迎。



International Play Conference

Playright teamed up with the Children's Play and Toy Research Association of China, the Early Childhood Education Department of Beijing Normal University, and the College of Pre-school Teacher Education of Zhejiang Normal University to host the first 'Asia Child Games and Toys International Conference' in Hangzhou from 29 November to 2 December, 2008. Hundreds of academics and professionals eagerly took the opportunity offered by this new international platform to exchange ideas and experiences.

Toy Library

Sharing toys means sharing fun! Playright continued to undertake the management and operation of the Toy Library in Hong Kong Central Library in Causeway Bay during the year. Borrowing toys helps families enjoy themselves and build up better parent-child relationships. In this project, we also offer time slots for school and group visits, play seminars and parent-child play workshops. All of these have been very popular and are helping to spread the word about play.



倡導及推動兒童遊戲

我的父親節願望是希望爸爸不用到外地公幹，能有更多時間陪我玩。

小五學生建霖

倡導

Advocacy



Grounded research and advocacy

Kin Lam, a Primary 5 pupil, says that his Father's Day wish is that his dad would no longer need to work overseas and would have more time to play with him.

研究

智樂完成「香港三至十二歲兒童與父母親之遊戲時間模式 - 家長意見調查」，並在父親節期間舉辦了研究發布會。坊間總覺得媽媽與孩子玩的時間是比父親為多，但經調查所得，父親每星期與孩子玩的時間比母親多。但總括而言，香港普遍家庭的親子遊戲時間不太理想。有超過半數的家庭 (53.1%) 平均每星期的親子遊戲時間是在6小時或以下的。

我們亦積極在不同專業界別的期刊中，申請發表研究文章，開拓跨界別對遊戲的交流。其中一篇「綜合近年研究結果：探討父母對子女選擇玩具偏好的影響」獲批在香港幼兒學報刊登。而「香港三至十二歲兒童獨自遊戲及與玩伴遊戲時間模式之比較」亦獲批在香港社會工作學報刊登。



Research

We deliberately chose a time close to Father's Day this year to unveil the results of our main piece of research for the year: 'Survey for Parents—Time Patterns for Play between Parents and Their Children aged from 3 to 12 in Hong Kong'. Most people think that mums spend more time playing with their children than dads do, but our research showed the opposite to be the case. We also found that, in general, the amount of time parents devote to playing with their children in a typical family is less than satisfactory—the parents of more than half the families we studied (53.1%) on average played with their children for 6 hours or less each week.

We have also been actively seeking outlets for our research in various professional journals in order to promote the exchange of ideas across different constituencies. An article entitled 'Consolidation of Recent Research Results: Study on the Influences of Parents to Children's Preferences on Toy Choices' has been accepted by the Hong Kong Journal of Early Childhood. Another, 'Comparison of Time Patterns Between Playing on One's Own and Playing with Peers of Children Aged from 3 to 12', is soon to be published in the Hong Kong Journal of Social Work.

倡導

諮詢與回應

我們積極向不同政府部門表達關心我們兒童的遊戲機會，其中包括出席發展局就市區重建策略檢討的小組會議，表達協會對公共遊樂空間設計的關注。而有關兒童醫院，我們則去信政府表達立場及參與理工大學及醫管局有關兒童專科卓越醫療中心的聚焦小組。

兒童可表達聲音的計劃

本會在大埔及北區舉辦的「兒童建設社區計劃」，為超過40名小學生帶來有趣的社區遊戲空間探索機會。透過遊戲師提供的工作坊及活動，同學成功拼貼出一幅幅「遊戲地圖」，當中集合了社區的遊樂實況及小朋友自己的夢想遊樂空間，並在區內展示他們的成果。



Consultations and responses

We have again been active in expressing our concerns about play opportunities for children to different Government bodies. For example, we spoke out on the design of public play environments at work group meetings held by the Development Bureau to review urban redevelopment strategies. On the question of a children's hospital, we wrote at some length to the Government presenting our standpoints and also took part in the related focus group consultations carried out by The Hong Kong Polytechnic University and the Hospital Authority.

Attending to children's geographies

The 'Children Build the Community' scheme that we ran in Tai Po and Northern District gave more than 40 students interesting tools with which to explore the nature and purpose of community play space. Spurred on by workshops and activities provided by our play specialists, the students created several 'Play Map' collages, which compared and contrasted actual play situations in their district with their dream play spaces.



外展

Play Outreach

讓每個孩子都快樂

手上沒有完整的血管了，但有了遊戲師陪我玩，我不再怕輸血了。
四歲患有地中海貧血症的小女孩，要常入院輸血。

Joy for child after child

One four-year-old girl with thalassaemia needs regular and frequent hospitalization to receive blood transfusions. She says, 'Even though the nurses have used all my veins, I'm not afraid of transfusions any more because the hospital play specialists are away here to play with me.'



醫院遊戲服務

我們的遊戲師繼續為病童提供服務，在明愛醫院，除了提供義工培訓給香港西醫院聯網外，服務更由普通病房擴展至「兒童發展復康部」，讓一群身體弱能、或需長期留院接受康復治療的小朋友也可以享受到遊戲的樂趣及成效。我們也為該院的「親子彩虹屋」重新裝修，添置了不少富感觀刺激的玩具和擺設，令小朋友和家長在這裏享受親子遊戲的歡樂時光。另外，我們也擴展「智樂遊戲台」及遊戲小包計劃給明愛醫院的病童，令更多住院病童感受到社區人士的關愛。

在瑪嘉烈醫院的服務方面，我們除了繼續病童互助小組 - 「童聲童戲」，令病童有更多機會走在一起，互相支持外，也舉辦了不少外展活動給長期病患兒童及其家人一同享受遊戲，包括「童趣奧運在珍寶」及「恒生智樂聖誕村莊遊樂日」等。另外，我們透過親子日營遊戲活動，除了增進親子關係外，亦令患腎病的兒童加深對其疾病的認識。

至於青少年病人，我們製作了一本「醫院小先鋒」的遊戲小冊子以幫助他們從遊戲中認識醫療程序。



Hospital Play Service

Our hospital play specialists continued to provide play services for children in hospital during the year. In Caritas Medical Centre, besides offering volunteer training service for hospitals within the Hong Kong West Cluster, we extended our service provision from regular wards to the hospital's Developmental Disabilities Unit (DDU). This enabled children who were physically weak or needed lengthy hospital stays to experience the fun and the benefits of play. We also renovated the Rainbow House in the DDU and re-equipped it with toys and other playthings with a strong sensory appeal, and this has brought much happiness to children and their parents. We also arranged for our popular monthly television programme, Playright Channel@Princess Margaret Hospital, to be fed to Caritas Medical Centre, helping the children there as in-patients realize that the outside community still welcomes and cherishes them.

In Princess Margaret Hospital itself, we continued our child patient support group service and ran several outreach activities for hospitalized children with chronic illnesses and their families, including Jumbo Play Day and Hang Seng Playright Christmas Village Play Day. We also hosted a day camp event to strengthen parent-child relationships and to help children in hospital with nephrosis understand their illness better.

Finally, a pamphlet using a play approach was produced to familiarize teenage patients with selected medical procedures.

外展

Play Outreach



緊急回應遊戲需要

在2008年年終毒奶粉事件發生期間，我們安排遊戲服務予瑪嘉烈醫院內等候治療的家庭，透過遊戲以減低兒童對接受檢查的恐懼。

至於四川災後重建工作，本會安排兩次遊戲工作團隊到四川，為當地的兒童提供直接遊戲服務，分送遊戲包物資和為當地義工提供遊戲訓練。

智樂遊樂車

為回應天水圍區家庭及學校兒童對遊戲服務的需要，我們的遊樂車定期提供天水圍社區公眾遊樂服務，為該區的兒童帶來戶外遊戲的樂趣。我們在區內派發了2,000個遊戲包，令12,000位兒童及家長受惠。

除天水圍外，我們與多個政府部門合作，讓我們的遊樂車可到不同的社區，提供高質素及互動的遊樂服務予大眾，讓更多平平無奇的空地，變成多姿多采的遊樂場。



Ad hoc responses

During the contaminated milk powder episode at the end of 2008, we arranged play services for parents waiting with their babies and infants for a consultation at Princess Margaret Hospital in order to distract them and reduce their anxiety.

As Sichuan started to rebuild its shattered life after the earthquake, we sent two play teams to the province to provide direct play services and play resources to the children and offer play training to local volunteers.

Playright PlayMobile

To meet the need of families and school children in Tin Shui Wai for public play services, we regularly drove our PlayMobile into town to provide lively interactive outdoor play sessions. We also delivered some 2,000 play packs there, benefiting 12,000 children and their parents. With the help and cooperation of various Government departments, the PlayMobile also visited other districts, turning many empty lots into wonderful playgrounds



環境

Play Environemnt

不可或缺的遊樂環境

真忙！又要與小玲玩家家酒，又要與小邦畫畫，為什麼小息總是這麼快便完了。
三年級的小英就讀合肥一所公立小學，是新開遊戲室的常客

Play environments that matter

‘Sorry, I am very busy!’ says Siu Ying. ‘I have to play with Siu Ling and to draw with Siu Bong. How come the break goes by so quickly?’ Siu Ying studies Primary 3 in a Hefei public school and is always popping into the new playroom that we helped to make a reality.





讓種子傳開去

我們的遊樂環境設計師在過去一年，為香港及國內有需要的孩子建立優質的遊樂環境。不但為麥當勞叔叔之家設計遊戲室給長期病患的兒童及其家人享用，並分別為明愛醫院及聖母醫院提供專業意見，令醫院的環境也考慮到兒童遊戲的需要。

在國內，我們在合肥積極發展校園遊樂環境，第一所遊戲室在屯溪路小學陽光花園完成，以培訓及顧問形式，指導及支援學校開展校園遊戲文化及遊樂空間，令3,700位學生及百多位老師及家長受惠。

Sowing the seed everywhere

During the year, our play environment designers created high quality play environments for children with special needs in Hong Kong and the Mainland. We designed a playroom for Ronald McDonald House, Hong Kong—a home from home where family members of children with chronic illnesses can live so as to be near them in hospital. We also provided professional advice to the management of Caritas Medical Centre and Our Lady of Maryknoll Hospital, reinforcing our view that children must have properly designed and equipped places to play within the hospital environment.

In the Mainland, we have been actively developing play environments in Hefei, starting with a playroom on the Sunshine Garden Campus of Tunxilu Primary School. As trainer and consultant, we supported this school in the development of a play culture and campus play, benefiting 3,700 students, their parents and around 100 of their teachers.

遊樂安全

我們繼續為房屋委員會及領匯管理有限公司轄下之遊樂場設施提供周年安全檢查服務，近年來私人住宅、酒店及遊樂場都非常關注遊樂安全的問題，故此，我們的專業檢查服務推廣至香港的私營機構及澳門等地。

Play Safety

During the year under review, we continued to provide annual safety inspection services for playground facilities managed by the Hong Kong Housing Authority and The Link Management Limited. Recently, much closer attention to play safety has been paid by managers of private residences, hotels and playgrounds, and we have now extended our specialized inspection service to such locations in Hong Kong and Macau.





籌款活動

Fundraising to meet challenges



2008 賣旗籌款

我們很感謝各位捐款人士及機構，及1,000多位義工所付出的努力，在2008年6月21日的賣旗活動籌得港幣\$700,000元，令我們可以為更多的兒童提供遊戲機會。

百家寶聖誕慈善音樂會

2008年12月14日，百家寶集團與香港愛樂團聯手舉辦了百家寶聖誕慈善音樂會，為智樂籌募善款達港幣\$78,569.8元。

「這個全港首創的互動節目已經舉辦了7年，讓近400個家庭認識管弦樂的另一面！」— 百家寶集團行政總裁 劉雪文



送暖到四川

得到不同界別的支持並籌得港幣 \$154,956元，我們的遊戲專業團隊於2008年6至7月期間得以為四川受災的兒童提供直接的遊戲服務，分送禮物包和為當地義工提供遊戲培訓。

「災難令部份孩子一夜成長，充擔了成年人的角色，而遊戲令他們的壓力舒緩，重拾童真的笑臉。」

深入四川提供服務的遊戲師 Karen

Flag Day 2008

We are most grateful to all sponsors, corporate and supporting organizations and the 1,000+ volunteers who helped us to raise more than \$700,000 on our flag day on 21 June 2008. All funds raised are being used to help Playright to provide varied play opportunities and quality play services for more of Hong Kong's children.

Peegaboo Group - Classics for Kids 08

On 14 December 2008, Peegaboo Group and the SAR Philharmonic Orchestra held their annual 'Classics for Kids Christmas Charity Concert 08', and this raised \$78,569.80 for Playright.

"We started this interactive programme seven years ago, and each some 400 families come along to enjoy and learn about orchestral music," said Peegaboo Group Chief Executive Michelle Liu.



Spreading Love In Sichuan

With staunch all round support from donors, we raised \$154,956. We were able to provide many children affected by the Sichuan earthquake with direct play services and play packs. As well as sending our own play professionals to the stricken area, we trained a good number of volunteers to serve as play workers from 4 to 17 June and 20 to 25 July, 2008.

'This tragedy forced many children to take on adult roles long before their time, but the play packs helped to relieve some of their consequent anxiety and burdens and cheered them up immeasurably,' said hospital play specialist Karen Lau.

義工心聲

Our volunteers speak up

「在芸芸實習機構中，我二话不说選擇了智樂，為的只是兒童遊戲推廣。遊戲對兒童的重要性不難在教科書和學術研究中得知，然而如何令這些重要性發揮得極致，才是我從智樂中學到最寶貴而又不可多得的經驗。」 柚姐姐

‘Among all the NGOs offering internships, Playright was unique in its focus on promoting play. Textbooks and study had already told me how important play was, but it was my treasured experience with Playright that really proved it.’ **Grapefruit Sister**



「多謝給予我這個機會，重拾一段遺忘的片段，做這個義工服務，除了令小朋友得歡樂，也令我從他們身上學回很多東西。謝！」 冬青

‘Thank you for giving me this opportunity to recapture some forgotten moments. As a volunteer, I not only deliver joy to the little darlings, but I also learn a lot myself.’ **Helena**





Mattel Children's Foundation

「玩具的製作是我們的專業，能夠在我們的專業知識上與小朋友分享、與他們一同製作及玩玩具，真是一個難能可貴的經驗。」

美泰玩具員工

Mattel Children's Foundation

‘We are toy production professionals, and I find I can readily share my expertise with the children. It’s an extremely valuable experience.’

A Mattel employee



新濠集團

「公司非常鼓勵我們與家人一起參加義工活動，用愛心關心有需要的人，為他們帶來歡樂。醫院遊戲日讓我認識到有更多長期住院的小朋友均有遊戲的需要及權利。」

新濠集團員工

Melco Group

‘My company has given every encouragement to me and my family to become involved in voluntary work, so as to care for others who are in need and bring them happiness. These experiences have opened my eyes to the very special needs and rights of children who have to endure long stays in hospital.’

A Melco employee

信永中和(香港)會計師事務所

「參與智樂不同的慈善活動，可以加強同事對企業公民的意識以及有助孕育公司義工團隊精神。而且，同事們用心及充滿熱情地服務社會，在過程中個人也有無比的快樂。」

副管理合夥人 盧華基先生

ShineWing (HK) CPA Ltd

‘Taking part in Playright’s various charitable activities encourages our staff to become better corporate citizens and promotes a culture of volunteerism. Our staff have shown great passion and devotion, and they have found happiness and love in serving the community through these events.’

Roy Lo, Deputy Managing Partner,
ShineWing (HK) CPA Ltd



服務數字摘要

Service Statistics



智樂遊樂車
Playright PlayMobile

受惠人次
Number of beneficiaries

30,508

遊戲培訓
Playwork Training

受惠人次
Number of beneficiaries

13,423

社區遊樂計劃
Community play projects

受惠人次
Number of beneficiaries

13,886

醫院遊戲服務
Hospital play services

受惠人次
Number of beneficiaries

19,142

遊戲空間設計及改善
No. of Play settings designed /
renovated in schools and
organizations

6

香港中央圖書館
玩具圖書館
Toy Library in Hong Kong Central Library

受惠人次
Number of beneficiaries

117,722

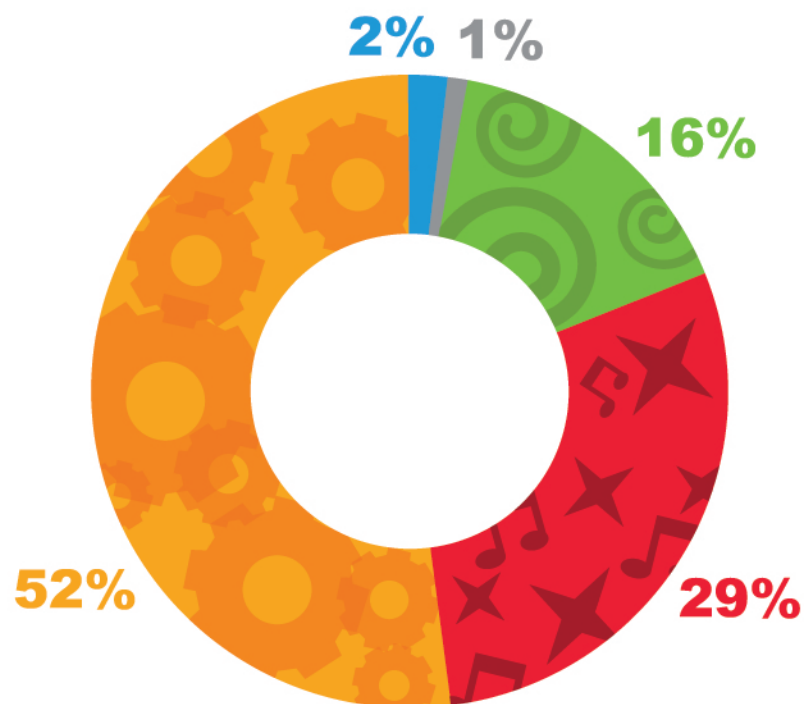
為房屋委員會及
私人機構
進行遊樂設施安全檢查
Playground equipments checked
for the Hong Kong Housing Authority
and private clients

組件
Number of items

1,655

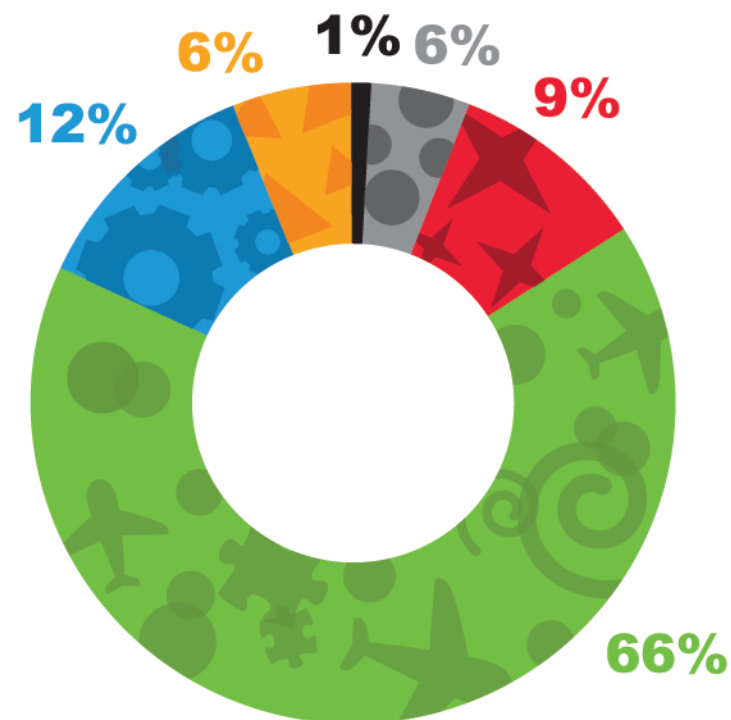
財務概覽

Financial Highlights



收入 Income

- 顧問、工作坊及培訓收入 Consultancy, workshops and training fee income
- 捐款 Donations
- 香港公益金 The Community Chest
- 香港賽馬會慈善信託基金 The Hong Kong Jockey Club Charities Trust
- 會員收費及其他收入 Membership and others



支出 Expenditure

- 倡導 Advocacy
- 資源 Play Resources
- 外展 Play Outreach
- 環境 Play Environment
- 行政 Administration
- 其他支出 Other expenses

收入及支出一覽

Statement of Income & Expenditure

收入 Income	港元HK\$
香港公益金 The Community Chest	1,876,455
捐款 Donations	3,367,445
顧問、工作坊及培訓收入	5,920,614
Consultancy, workshops and training fee income	
香港賽馬會慈善信託基金	182,667
The Hong Kong Jockey Club Charities Trust	
會員收費及其他收入 Membership and others	67,273
總收入 Total Income	11,414,454
支出 Expenditures	
倡導 Advocacy	
公共關係及傳訊 Public Relations and Communication	590,185
研究及知識管理 Research and Knowledge Management	210,619
	800,804
資源 Play Resources	
遊戲資源中心 Play Resources Centres	39,236
遊戲培訓及教育 Playwork Training & Education	1,090,791
	1,130,027
外展 Play Outreach	
醫院遊戲服務 Hospital Play Services	2,821,991
遊戲發展項目 Play Development Projects	5,380,560
	8,202,551
環境 Play Environments	
遊樂環境及安全 Play environments and safety	1,481,575
	11,614,957
行政 Administration	709,190
其他支出 Other expenses	57,022
總支出 Total Expenditure	12,381,169
虧損 (Deficit)	(966,715)

資產負債表

Balance Sheet

資產 Assets	港元HK\$
非流動資產 Non-current Assets	
設備及器材 Plant and equipment	26,044
	26,044
流動資產 Current Assets	
應收款項 Accounts receivable	628,298
預付款項及按金 Prepayment and deposit	117,509
銀行存款 Bank deposit	1,005,182
銀行存款及現金 Bank balance and cash on hand	1,606,788
	3,357,777
總資產額 Total Assets	3,383,821
資金來源 Funds Employed	
營運儲備 General reserve	170,521
慈善儲備 Charitable reserve	675,329
特定項目資金儲備 Designated fund reserve	93,125
資本開支儲備 Capital expenditure fund reserve	252,456
資金總額 Total Funds	1,191,431
流動負債 Current Liabilities	
應付款項及應計費用 Creditors and accruals	1,523,705
遞延收入 Deferred income	668,685
	2,192,390
總資金及負債額 Total Funds and Liabilities	3,383,821

我們的支持者

Our supporter



智樂謹向以下各支持機構及個別人士致以衷心謝意

Playright would like to record its special gratitude to the following organizations and individuals



Sponsored the 'Toy Laboratory' project, where parents and children learned the value of physical play and toys and became more aware of toy safety issues



Supported the 'Campus Play Project' in Hefei



Subsidized play services in Princess Margaret Hospital, play training and development projects, and our central administration



Sponsored the 'Children Build the Community' project for primary school students in Tai Po and North District, which brought opportunities to explore and develop play spaces in the area



Playright inspected playgrounds in the Authority's housing estates for safety and provided professional advice



Invited Playright PlayMobile to organize play events and donated funds to help promote the values of outdoor play



Playright managed and operated the Toy Library in Hong Kong Central Library



Supported the provision of playparks, play days and play equipment through our hospital play services



Subsidized hospital play services in Princess Margaret Hospital, Caritas Medical Centre and other hospitals in the Hong Kong Cluster



Peegaboo Group and the SAR Philharmonic Orchestra held their 'Classics for Kids Christmas Charity Concert 08' to raise funds for Playright



Supported the provision of playparks, play days and play equipment through our hospital play services



Supported the publication of *Little Hospital Pioneer*, a play centred booklet for children aged 9 to 15 in hospital



Audit
Tax
Consulting

Sponsored 'Playright Mobile Fun Day in Tin Shui Wai', which provided play opportunities for children living at a distance from suitable facilities



Partnered with us to hold a 'Simple is Fun' summer programme in its estates and raised funds for play project development in the Mainland

Other Donors

Castor Hong Kong Ltd.
Da Hing (Far East) Co Ltd
Dah Cheong Hong (Motor Service Centre)
Hang Seng Bank
HK Institute of Certified Public Accountants
ItsImagical Hong Kong Ltd
Kids' Gallery Co. Ltd
Mindchamps (HK) Ltd
The Marden Foundation Ltd
柴灣浸信會學前教育中心

Individual donations of \$1,000 or above for general purposes

Chan Wai Kwong
Ip Miu Ngan
Lai Kam Tong
Lam Fong Wing
Lee Cheung Mei
Leung Kun Hang
Lo Ka Wai
Anne Marden
Mo Chi Shing
Poon Ching Wai
Woo Wai Ming
Wong Shuk Man

Flag Day 2008

We are deeply grateful to every single supporter and donor who worked so hard to make our Flag Day on 21 June 2008 such a resounding success.

Institutions or individuals donating \$1,000 or above

Pauline Chan	Dr Alfred Tam
Renee Chan	Gillian Tong
Chan Wing Kit	Tsang Sun Kai, Priscilla
Chee Lai Wa	Amy Tso
Cheung Chiu Hung	Wong Fung Yi
張雅棟律師	Grace Wong
Dr Chiu Man Chun	Wong King Lam
周儀	Wong Kwok Shing, Thomas
Dr Chow Chun Bong	Wong Wing Wai
Albert Chu	Dr Wong Yick Ming, Rosanna
Chung Man Ha, Grace	Yeung Yuk Kwan
Brian Stuart Forsgate	Yim Ng Seen-ha, Irene
Gan Kim See, Wendy	Dr Yu Chak Man
Judith Leslie Green	Yuen Kam Ming
Ellen Han	Yuen Wai Fun, Winky
Pierre Herbst	Connie Wong & Co.
Barbara Ho	CreativeKids
Ho Suk Ching	Futurecyber Technology Solution Ltd.
Hui Tak Yee, Rebecca	Greatest Funds Limited
Barry Ip	Harlela Foundation Ltd.
Rachael Katz	HCS Foundation
Kwan Wai Fong	Hong Kong Mathematical Olympiad School Ltd.
Kwan Yin Wah, Elaine	ISS Facility Service Ltd.
Dr Lai Wai Ming	KC Surveyors
Karen Lee	Pearson Education Asia Ltd.
Liu Tat Yin, Kennedy	British Medical Association (HK Branch)
Lo Wa Kei, Roy	Oxford University Press
Marilyn Lobo	Pacific Advantage (International) Ltd.
Dr Ma Lap Tak, Alison	Parks Supplies Co Ltd.
Anne Marden	Psycho-Adventure Training Centre
Elaine Marden	RBS Coutts Bank Ltd
Mill Ng	Silvercon Ltd.
Ng Yiu Wing	Winnington Capital Ltd
Colin Shaftesley	龍皇酒家
So Chau Yim Ping	
Suen Hon Pia	

Institutions providing street sellers and circulating flag bags

ABC Pathways Schools
American International School
Amway Hong Kong Ltd
Caritas Chai Wan Marden Foundation Secondary School
CCC Kei Shun Special School
Cell Therapy Technologies Centre Ltd (CRYOLIFE)
Diamond Hill Ling Liang Kindergarten
Elegantia College
Fanling Parents Resource Centre—Heep Hong Society
Hong Kong (Ascot) Preschool
Hong Kong Award for Young People
Hong Kong Ling Liang Church Kindergarten
Hong Kong Preschool (Kowloon Tong)
Hong Yip Service Co Ltd
Island School
Jolly Jupiter
Lam Tin Ling Liang Kindergarten
Learning Plus Language Centre
Lutheran Philip House Hing Man Nursery School
MHAHK-Pak Tin Children's Centre
Mongkok Kai-fong Association Kowloon Chamber of Commerce Centre for the Elderly
New Jade Elementi Kindergarten
NutriWorks Limited
Pearson Education Asia Ltd
Peegaboo Corporation Limited
PLK Tin Ka Ping Siu Hong Kindergarten
PLK Yu Lee Mo Fan Memorial School
Queen Elizabeth School Old Students' Association Primary School
Rotary Club of Hong Kong Island West Hong Chi Morninghope School
SRBCEPSA Ho Sau Ki School
Sai Wan Ho Asia Home for the Elderly
Shaikiwan KFWC Centre Elementi Kindergarten
ShineWing (HK) CPA Ltd
Shun Tak Property Management Ltd
Society of Boys' Centres Chak Yan Centre School
South Island School
St Nicholas' English Primary School and Kindergarten
Sun Hing Holdings Ltd
The Emperor (Happy Valley) Hotel
The Society for the Aid and Rehabilitation of Drug Abusers
Victoria Nursery and Kindergarten PTA
Zurich Insurance Group

Supporting Organizations

BuBuG Family Monthly Magazine
Mr and Mrs Raymond Chau
Kelly Chen Children Education Fund
Hang Lung Real Estate Agency Ltd
MTR Corporation Ltd
NutriWorks Ltd
Tai Shing Group (Holdings) Co. Ltd
The Bank of East Asia Ltd
Vitality Corporation Ltd

HSBC Playright PlayScope

We are most grateful to all who helped us to create this inspirational new play space in Tai Po

Renovation works funded by:

The Hong Kong Bank Foundation



Operating costs funded by:

The Hong Kong Jockey Club Charities Trust



香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust

Play Champion Sponsors

ABC Pathways School
Hong Kong Exchanges and Clearing Ltd
Parks Supplies Co. Ltd
The Marden Foundation Ltd

Play Premier Sponsor

Kelly Chen Children Education Fund
Peegaboo Group
Mr Markus Sean SC Tang
The Van Zuiden Charity Trust

PlayStar Sponsor

Diamond Star
Liu Ngar Fun
Hau Yee-mann

Gold Star

Rotary Club of Bayview Sunshine Hong Kong

Silver Star

Grace Chung
Francis Lee Ping Hon
Brenda Lee
Grace Wong

Sichuan Relief

Individual Donors

Dr Chow Chun Bong
Chung Man Ha, Grace
Hau Yee-mann
Ho Kam Fai
Ho Wei Ling, Doris
Joanna Hotung
Barry Ip
Rachael Katz
Kwok Ming Chau, Blondi
Karen Lee
Sheila Mair
Anne Marden
Mok Kam Shing
Ng Mei Woon
Sjauw Mai Ngoc
Tam King Wah
Tam Suk Chi
Grace Wong
Wong Kar Po
Nora Yau
Kylie and Rob

Corporate Donors

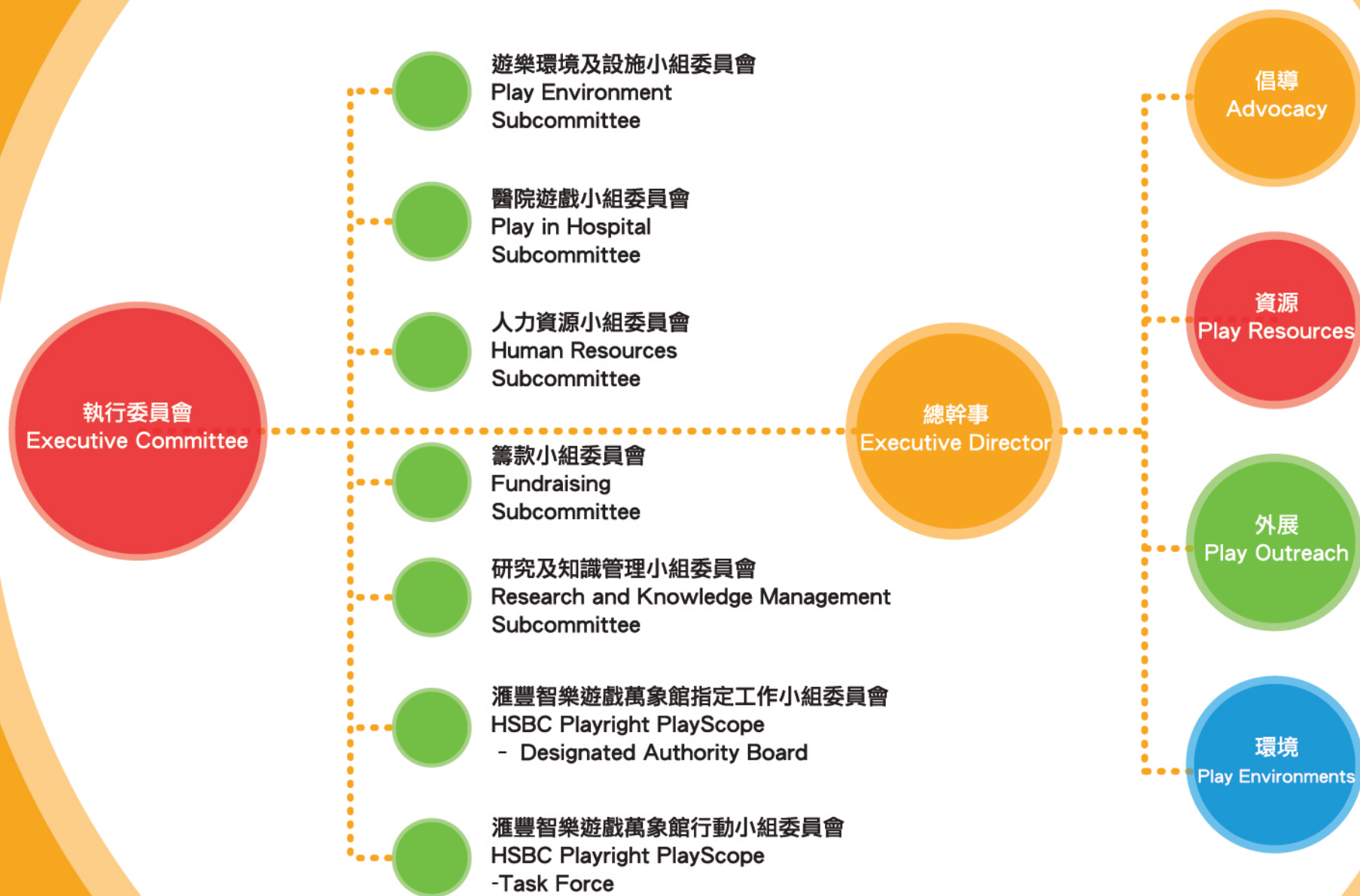
Hang Lok Toys Gift Wholesale Company
Sino Estates Management Ltd
Tai Shing Group (Holdings) Co Ltd
Turner International Asia Pacific Ltd

(All donors in alphabetical order)

架構圖表

Organization Chart





顧問、委員會及管理團隊

Advisors, Committees, and Management Team

贊助人

王荊鳴博士

名譽會長

馬登夫人

名譽法律顧問

William Ahern

廖譚婉琮太平紳士

名譽顧問

區佩兒

陳用樑

劉雲燕

滙豐智樂遊戲萬象館名譽顧問

區佩兒

陳智思太平紳士

郭德標

藍美容博士

黃寶財教授

王 鳴博士

汪國成教授

孫玉堂

孫慧玲

嚴吳嫻霞

核數師

信永中和(香港)會計師事務所有限公司

執行委員會2008-2009

主席

周鎮邦醫生太平紳士

副主席

何錦輝

名譽司庫

侯綺雯

委員

Yvonne Becher

委員

卜隆惠

委員

關國樂

委員

黎鑑棠(2008年12月起)

委員

李嘉倫

委員

李珈睿

委員

梅絲麗

委員

馬登夫人

委員

蕭玉梅

委員

曹莉莉(2008年12月起)

委員

黃婉慧

委員

邱可珍太平紳士

當然委員

王見好

當然委員

溫南聲

遊樂環境及設施小組委員會

主席

梅絲麗

委員

關國樂

委員

李珈睿

當然委員

王見好

當然委員

袁漢昌

Patron

Dr Rosanna Wong Yick-ming, DBE, JP

Honorary President

Anne Marden, BBS, JP

Honorary Legal Advisors

William Ahern

Amy Liu, JP

Honorary Advisors

Teresa Au

Denny Chan

Jane Lau

HSBC Playright PlayScope – Honorary Advisors

Teresa Au

Bernard Charnwut Chan, GBS, JP

Gary TB Kwok

Dr Lam Mei Yung, Hazel

Professor PC Wong

Dr Rosanna Wong Yick-ming, DBE, JP

Professor Thomas KS Wong, RN, PhD, JP

Stanley Suen

Sun Wai-ling, Lydia

Yim Ng Seen-ha, Irene

Auditors

ShineWing (HK) CPA Ltd

Executive Committee 2008-2009

Dr CB Chow, BBS, JP

Chairperson

KF Ho

Vice Chairperson

Hau Yee-mann

Honorary Treasurer

Yvonne Becher

Member

Brian Blomfield

Member

Joseph Kwan, MH

Member

KT Lai (from Dec 2008)

Member

Karen Lee

Member

Sabrina Lee

Member

Sheila Mair

Member

Anne Marden, BBS, JP

Member

Mai Sjauw

Member

Amy Tso (from Dec 2008)

Member

Grace Wong

Member

Nora Yau, MH, JP

Member

Kathy Wong

Ex-officio

Anton Wan

Ex-officio

Play Environments Subcommittee

Sheila Mair

Chairperson

Joseph Kwan, MH

Member

Sabrina Lee

Member

Kathy Wong

Ex-officio

Chris Yuen

Ex-officio

醫院遊戲小組委員會

主席	Yvonne Becher
委員	陳貴芳
委員	周鎮邦醫生太平紳士
委員	鍾曼霞
委員	何錦輝
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委員	馬登夫人
委員	劉麗薇
委員	Sandie Wong
委員	任嘉玲醫生
當然委員	郭明秋
當然委員	王見好
當然委員	溫南聲

人力資源小組委員會

主席	黎鑑棠
委員	侯綺雯
委員	蕭玉梅
委員	邱可珍太平紳士
當然委員	李文端
當然委員	溫南聲
當然委員	王見好

研究及知識管理小組委員會

主席	周鎮邦醫生太平紳士
委員	卜隆惠
委員	劉麗薇
委員	Rachael Katz
委員	羅永家
當然委員	溫南聲
當然委員	王見好

籌款小組委員會

主席	李嘉倫
委員	何錦輝
委員	何苗春暉
委員	劉雪文
委員	曹莉莉
委員	黃婉慧
當然委員	周寶頤
當然委員	王見好
當然委員	溫南聲

滙豐智樂遊戲萬象館指定工作小組委員會

主席	梅絲麗
委員	侯綺雯
委員	何錦輝
委員	關國樂
委員	李珈睿
當然委員	周寶頤
當然委員	王見好

滙豐智樂遊戲萬象館行動小組委員會

委員	卜隆惠
委員	Daphne Blomfield
委員	方美寶
委員	馬登夫人
委員	曹莉莉
當然委員	王見好
當然委員	余啟賢

管理團隊

總幹事	王見好
助理總幹事	溫南聲
經理	周寶頤
(企業傳訊及遊戲培訓)	
經理	郭明秋
(社區及醫院)	
經理	余啟賢
(外展及資源)	
會計經理	蘇嘉琪
助理經理	李文端
(人力資源及特別項目)	

Play in Hospital Subcommittee

Yvonne Becher	Chairperson
Pamela Chan	Member
Dr CB Chow, BBS, JP	Member
Grace Chung	Member
KF Ho	Member
Joanna Hotung	Member
Rachael Katz	Member
Ruby Kwok	Member
Dr William Li	Member
Eva Liu	Member
Anne Marden, BBS, JP	Member
Prof. Nirmala Rao	Member
Sandie Wong	Member
Dr Winnie Yam	Member
Blondi Kwok	Ex-officio
Kathy Wong	Ex-officio
Anton Wan	Ex-officio

Human Resources Subcommittee

KT Lai	Chairperson
Hau Yee-mann	Member
Mai Sjauw	Member
Nora Yau, MH, JP	Member
Elisa Lee	Ex-officio
Anton Wan	Ex-officio
Kathy Wong	Ex-officio

Research & Knowledge Management Subcommittee

Dr CB Chow, BBS, JP	Chairperson
Brian Blomfield	Member
Prof. Nirmala Rao	Member
Rachael Katz	Member
Richard Law	Member
Anton Wan	Ex-officio
Kathy Wong	Ex-officio

Fundraising Subcommittee

Karen Lee	Chairperson
KF Ho	Member
Joanna Hotung	Member
Michelle Liu	Member
Amy Tso	Member
Grace Wong	Member
Aby Chau	Ex-officio
Kathy Wong	Ex-officio
Anton Wan	Ex-officio

HSBC Playright PlayScope - Designated Authority Board

Sheila Mair	Chairperson
Hau Yee-mann	Member
KF Ho	Member
Joseph Kwan, MH	Member
Sabrina Lee	Member
Aby Chau	Ex-officio
Kathy Wong	Ex-officio
Anton Wan	Ex-officio

HSBC Playright PlayScope – Task Force

Brian Blomfield	Member
Daphne Blomfield	Member
Rainbow Fong	Member
Anne Marden, BBS, JP	Member
Amy Tso	Member
Kathy Wong	Ex-officio
Potato Yu	Ex-officio

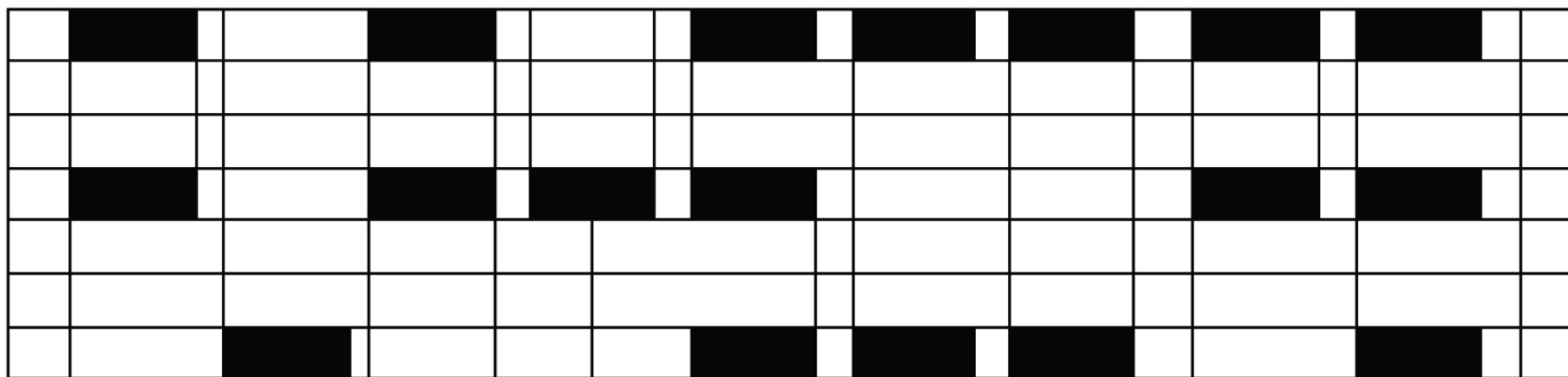
Management Team

Executive Director	Kathy Wong
Assistant Director	Anton Wan
Manager	Aby Chau
(Corporate Communications & PlayTraining)	
Manager	Blondi Kwok
(Community & Hospital)	
Manager	Potato Yu
(Outreach & Resources)	
Accounting Manager	Monica So
Assistant Manager	Elisa Lee
(HR & Special Projects)	



你看到什麼？

What can you see?



seeing play from every angle

智樂兒童遊樂協會
Playright Children's Play Association

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香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust

