

Annual Report 年報 09/10





## Our Values 我們的價值觀

Empowering  
賦予權利



Passionate  
充滿熱情



Nurturing  
培育扶持



## About Playright

Playright Children's Play Association (Playright), established in Hong Kong in 1987, is a charity organization which 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 strategically related areas - Advocacy, Play Resources, Play Outreach and Play Environment - we are helping to unlock the full potential of children in Hong Kong and elsewhere in Asia.

## 關於智樂

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。



## Contents 目錄

<b>Message from the Honorary President 名譽會長的話</b>	02-03
<b>Message from the Chairperson 主席的話</b>	04-05
<b>Executive Director's Report 總幹事報告</b>	06-07
<b>PLAY FOR ALL 童年·遊戲 應屬於每一位兒童</b>	
Hospitalized children 住院的病童	08-10
Children with physical and mental disability 身心殘障的孩子	11-12
Children in local communities 社區家庭的兒童	13-14
Urban children 城市的小朋友	15-16
<b>Professional Play Training 專業遊戲培訓</b>	
Development of playwork curriculum 遊戲工作課程發展	17-18
Development of Mainland play projects 內地遊戲項目發展 - 合肥、海門培訓計劃	19
HSBC Junior Play Ambassadors 滙豐 - 青少年遊戲大使	19
Foundation Certificate for Hospital Play Specialists 醫院遊戲師基礎證書課程	20
Certified Playground Safety Inspector Course 遊樂場安全檢查課程	20
<b>Play space which is "Playable" and "Inclusive" 「宜玩」與「共融」的遊樂空間</b>	
The design concept of a "playable" environment 「宜玩」環境設計概念獲業界推崇	
Professional seminar – Playgrounds for ALL 為兒童遊樂環境而衍生的專業研討	21-22
Professional cooperation in trying out "inclusive" public space 專業協力實踐「共融」的公共空間	
Innovative "play safety assessment" mechanism 創新的「遊樂安全評估」機制	23
<b>Acknowledgement of Support 感謝各界的支持</b>	
Grand opening of PlayScope 萬象館正式開幕	24-25
Caring Company Scheme 商界展關懷	26
Flag Day 賣旗籌款	27
Walking on Air 智樂快樂行	28
<b>Voices of Volunteers 義工的心聲</b>	29-31
<b>Service Statistics 服務數字摘要</b>	32-33
<b>Financial Highlights 財務概覽</b>	34-36
<b>Our Supporters 我們的支持者</b>	37-39
<b>Organization Chart 架構圖表</b>	40
<b>Advisors, Committees and Management Team 顧問、委員會及管理團隊</b>	41
<b>Let's play 小遊戲</b>	42



Message from the Honorary President  
名譽會長的話

Message from the Chairperson  
主席的話

Executive Director's Report  
總幹事報告



## Message from the Honorary President Anne Marden, BBS JP

Another busy year has passed for the Playright Children's Play Association as we continue to both advocate and demonstrate our belief in the meaning and value of play.

Our main new focus has been on the HSBC Playright PlayScope, an innovative child haven where we provide opportunities for play of every kind. Imagination, adventure and discovery are all there for different age groups to enjoy in a safe and welcoming environment. Playright strongly believes that play is for every child irrespective of background and we welcome all children, including those who are not deprived in other ways, whose opportunities for free and uninhibited play are often restricted. Playright believes that there is a real need for this kind of play to be available to all children, whatever their abilities or possibilities.

The many achievements of Playright during the past year will be described in the rest of this report but I am sad to mention one great loss which is the unexpected death of Brian Blomfield. Brian was a strong supporter of Playright since he joined the Executive Committee in 2004. He also represented Hong Kong on the International Play Association. His wise counsel and gift of expression were extremely valuable and especially his sense of humour and contributions to our meetings will be sadly missed by us all in Playright and will forever be remembered.

Last year was the twentieth anniversary of the adoption by the United Nations of the Convention on the rights of the Child. So far there has been no change in the overall policy towards the rights of children and Playright is still working with the Alliance for a Children's Commission of Hong Kong. We feel that it is important for the future of Hong Kong to raise happy children, children who are allowed to play and to learn about life through playing and sharing and making decisions. We hope that the voice of children will be better heard and understood by our community and by our legislators and to promote this will be one of the aims of Playright in the year to come.

## 名譽會長的話 馬登夫人

智樂兒童遊樂協會又度過了一年忙碌的時光。在此期間，我們不斷提倡和推廣我們所相信的遊戲意義和價值。

我們新的工作重點是滙豐智樂遊戲萬象館，在這個創新的兒童遊樂空間，我們提供了各種遊戲機會。不同年齡的兒童都能在一個安全而親切的環境中想像、歷險及探索。智樂堅信遊戲屬於每一位兒童，不論背景；就算其他方面的權利未被剝奪，但自主的遊戲機會卻受到限制，這些兒童，也是我們敞開懷抱的對象。智樂認為實在需要為所有兒童，不論個人能力或發展可能，提供這類遊戲機會。

智樂過去一年取得的多項成果將在本年報中詳述，但我在此沉痛哀傷地宣佈卜隆惠先生的不幸離世，這對我們而言是一個重大損失。卜隆惠先生自2004年加入智樂的執行委員會起，多年來一直大力支持本會，更是國際遊樂協會的香港代表。在表達我們哀思的同時，他的睿智意見和語言表達天賦極富價值，尤其是他的幽默感和在會議中所作出的貢獻，將被我們全體智樂全人永久銘記。

去年正值聯合國通過《兒童權利公約》二十周年。迄今為止，針對兒童權利的總體政策仍未改變，智樂仍在為設立兒童事務專員而努力與各方聯盟合作。為著香港的未來，我們認為必須培養快樂兒童，容許兒童遊戲，並讓兒童透過遊戲、分享和抉擇，藉此了解生命。我們希望，香港的社群及立法會議員均可用心聆聽和瞭解兒童的聲音，這也將是智樂來年的推廣目標之一。





## Message from the Chairperson Dr C B Chow, BBS JP

Exciting news abounds that Hong Kong is fully committed to building a world class city. We are confident that Hong Kong will have a Centre of Excellence in Paediatrics by 2016 to care for our sick children. There are exciting developments planned for the West Kowloon Cultural District for the promotion of arts and cultural activities, in 2023 there will be the Asian Games for active and healthy citizens and also the initiatives of urban renewal which will develop ideas for an optimal living environment. All these are of great importance to our children - our next generation, yet the needs of children themselves are not duly considered nor are they engaged or consulted. Emphasis has been on medical enterprise, the growth and development of cultural and creative industries, enhancing leisure, sports and tourism benefits and the 4R's, Redevelopment, Rehabilitation, Reservation and Revitalization, related to the older neighbourhood districts. But creating a child friendly environment within which our children can play, be active, explore, innovate, socialize and interact positively with the environment in a satisfying and fulfilling manner should be our prime concern.

Proper facilities for play supported by properly trained staff are vital for the healing of children in our new state of the art Centre of Excellence in Paediatrics. Recent studies have shown that the major threats to the health of our children are obesity, caused by a lack of activity and unhealthy lifestyle; socio-emotional difficulties caused by chronic success; deprivation from over drill and kill; excessive individualism from over competition and lack of time and space for positive social interaction; addictions to the electronic and cyber world and a deprivation from nature. The list goes on and on! The key to prevention of all these is simple - PLAY. There is a huge body of evidence demonstrating the importance of play in a child's life, in learning, in interacting with people, in using their imagination, in decision making and in exploring their surroundings. Unfortunately, children are increasingly deprived of their right to play due to a lack of policy, of safe accessible spaces, of adult understanding with too much emphasis placed on structured and academic activities. Children are being exposed to, and surrounded by, television and electronic games which aggravate these problems. We need a policy outlining children's need for play in our new Centre of Excellence in Paediatrics, West Kowloon Cultural District, the Asian Games and urban renewal developments.

This policy should include:

1. A hospital play service as an integral part of the Centre of Excellence in Paediatrics,
2. A children's museum which should be provided within the West Kowloon Cultural District,
3. Good value play provisions which are central to any urban renewal plan,
4. Enhancing active life-style through play, sports, recreational and leisure activities for children with their families and friends which must be essential elements in the whole Asian Games plan.

A child friendly Hong Kong is one that is conscious of the rights and needs of children and continually strives to improve. A play friendly city is one that is continually creating and improving opportunities in the built and social environments and expanding community resources to enable all its children to lead a healthy day-to-day life allowing them to develop their full potential by experiencing a satisfying positive relationship with their natural, built and social environment through play. What is required is a commitment to children and a process and structure to achieve it. We need a child policy to confirm our commitment and a Children's Commission to engage children and champion the process!



## 主席的話 周鎮邦醫生

最近周遭充斥著很多振奮人心的消息，合力推動香港成為一個世界級城市。我們有信心於2016年將有一所兒童專科卓越醫療中心，為疾患兒童提供治療；為未來的西九龍文化區而計劃的多個發展項目，令人興奮；我們可能會舉辦2023年亞運會，藉此提高市民的活力及健康，並透過市區重建，改造創建優良的生活環境。上述所有對我們的孩子——我們的下一代——均有極其重要的意義，但兒童的意見沒有被諮詢，更不用說讓他們參與或充分考慮兒童的需要。我們一直關注醫療產業、文化和創意產業的提升與發展、增加休閒、體育和旅遊設施，以及舊區的4R(重建、復修、保育及活化)。但我們最應當關注的，是如何以令人滿意的積極方法，創建一個兒童友好環境，讓我們的孩子遊戲、主動、探索、創新、聯繫及與環境積極互動。

在將建成的世界一流兒童專科卓越醫療中心內，將設置適當設施，配合由受過適當培訓的人員提供的遊戲服務，對病童的康復尤其重要。多項最新的研究均指出，癡肥為威脅兒童健康的主要因素，由缺乏活動及不健康的生活方式引起；經不斷追逐成功勝利而誘發的社交情緒障礙；過度專注學業，「死讀書、讀書死」而造成的若有所失；競爭太多、時間太少、正面的社交空間也缺少所帶來的極端個人主義；沉迷電子及電腦世界；缺乏接觸大自然的機會等等。諸如此類的威脅還有很多！預防這些問題的關鍵實在簡單——就是遊戲。大量證據均證實遊戲在兒童的生活、學習、人際交往、想像力培養、作出決定及探索世界各方面的重要性。可惜，由於缺乏政策指引、缺乏安全兼方便使用的場所、缺乏成人的認同、過於重視系統性的學術活動，兒童自由自主的遊戲權利被剝奪的情況愈來愈嚴重。令問題惡化的是，兒童整天接觸的，環繞身邊的都是電視和電子遊戲。

在嶄新的兒童專科卓越醫療中心、西九龍文化區、亞運會及社區重建發展計劃中，我們確實需要制定一套政策，勾勒出兒童的遊戲需求。

具體的政策包括：

1. 醫院遊戲服務成為兒童專科卓越醫療中心內一個不可或缺的組成部分；
2. 於西九龍文化區內建設一座兒童博物館；
3. 在任何一個社區重建發展計劃中，提供優質的遊戲設施均成為發展重心；
4. 透過兒童與家人及朋友的遊戲、運動、娛樂及休閒活動，來推廣積極活躍的生活方式，將成為規劃亞運會的重要元素。

一個與兒童友好的香港，應當意識到兒童的權利及需要，更不斷致力改善。一個與遊戲友好的城市，應當在建築硬件及社會環境中，持續創造及增加遊戲機會，配合拓展社區資源，確保所有兒童均可在健康的生活基礎上，透過與大自然、建築環境及社交網絡的遊戲體驗，建立起良好正面的關係，藉此發展個人潛能。為實現這個目標，我們必需對兒童作出承諾，並建立一組流程及架構。我們確實需要制定一套兒童政策，來確保承諾兌現，更要成立一個兒童委員會，邀請兒童的參與，為目標而奮鬥！

# Executive Director's Report

## Kathy Wong



Play has a vital role in the everyday lives of children. It is an important ingredient of our children's well-being and an important factor in building the resilience necessary in times of stress. Although the value of play is well documented and children's need to play is well assessed, children are still facing serious barriers to their right to play. This need to play is still not fully understood and changes need to be made.

To bring about change requires sustained passion and dedicated effort. The global financial tsunami and the outbreak of Human Swine Influenza brought unthinkable challenges to Playright. In the face of adversity, we managed to overcome the difficulties with the unfailing support of both our committee members and our dedicated staff. Their trust, their tangible and intangible contributions soothed the way enabling Playright to move forward, continuing our goal to find ways in which to bring play into the lives of more children.

### **Play - builds resilience**

In response to the needs of children suffering from Human Swine Influenza, our Hospital Play Service actively supported the Infectious Disease Centre in Princess Margaret Hospital. We tailored our programmes for hospitalized children to strengthen their resilience and speed their recovery. However, it was apparent that the suffering of children was not limited to those in hospital. What about children in community? Human Swine Influenza caused class suspension affecting many children. PlayScope took active and innovative measures including the sharing of play tips on websites and through the media and the distribution of play packs for children to offering enhanced play opportunities. Playright supported the "Embracing Challenge Enriching Live" campaign organized by the Hong Kong Council of Social Service (HKCSS) to help the people of Hong Kong to build a positive and resilient attitude in the face of adversity, by sharing the importance and ideas of PLAY.

### **Play - counts on professionals**

Who provides and designs space where children can play? PlayScope clearly leads the quest to create quality play space for children. Playright was honored to be one of the top ten works in the category of Public Bodies/ Public Space in the 17th Asia Pacific Interior Design Awards organized by Hong Kong Interior Designers Association. Professionals involved in play space design and provision really count. Through organizing the professional seminars on "Designing Play Spaces for Children of Today" and "Play for All", we successfully touched the hearts of some architects and landscape architects who are changing the approach to the design of children's play space in Hong Kong.

Who protects, facilitates and allows time for children to play? Playright is committed to enriching the play knowledge of child related professionals in Hong Kong and we were delighted that our two qualified playwork trainers had the opportunity for intensive training overseas and have already obtained their advanced trainer qualifications. They in turn will further develop training courses to benefit local professionals and parents. Without question our effort in organizing the Certified Playground Safety Inspector Course (CPSI) and the Foundation Certificate of Hospital Play Specialist Course will continue.

### **Play – requires strategy and support**

To meet the many needs of developing quality play for children, we required a strategic focus. During the year, we focused on three main areas of development, strengthening our financial sustainability, service and project development and productivity and efficiency improvement. Twelve strategic priorities were agreed and action plans followed. With the concerted efforts of staff members, we are delighted to report that many plans have been translated to action, and are further explained within this report. What impresses most is not just the service output but the passion of Playright staff and the benefit to children.

Partnership is the key to making Playright sustainable. We are proud of our success in nominating 29 companies or organizations for the logo award of Caring Company Scheme of the HKCSS. Their names are listed within this report. We have maintained close partnerships with government organizations in delivering play events and training workshops, including the Social Welfare Department, Home Affairs Offices, and six District Offices of LCSD, District Councils, and MPFA, etc. A major achievement this year was being awarded the 3-year contract to manage the Toy Library within the Central Library.

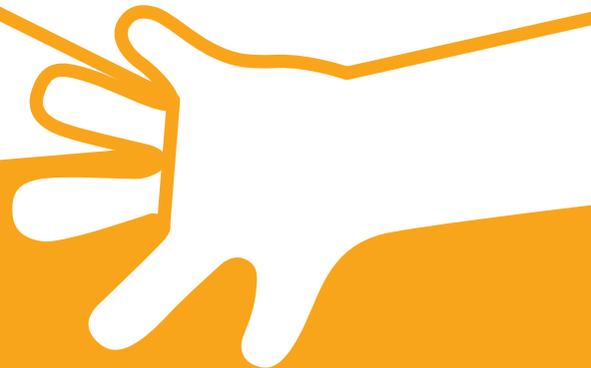
### **Playright – bringing changes**

As people grow into adults, they often lose their desire to play. Some even forget the value of play. Our team of passionate staff always want to make changes empowering all those who care about children through our play professionals input. We will continue our endeavors to strengthen play opportunities for children, introducing new play concepts and practice and work jointly with the community to remove barriers for ALL children to enjoy quality play.

We have strong beliefs and a clear vision to guide our actions and sustain our passion. We face many day to day challenges but are encouraged by the people around us. There are many people and organizations that we would like to thank individually, and we have sought to acknowledge each of them in this report. Acknowledgement however cannot express our immense gratitude. Without their support, our work would not be possible. We appeal for continued support and partnership in working together to bringing positive changes in play conditions for ALL children in the years to come.



## 總幹事報告 王見好女士



遊戲在兒童的日常生活中擔當著重要的角色。它是兒童幸福的要素，也是壓力時期建立適應力的因素之一。雖然遊戲的價值已得到有力證明，兒童的遊戲需求也受到充分評估，但在爭取遊戲權利方面，面前依舊障礙重重。兒童的遊戲需求仍未得到充分理解，因此必須加以改變。要改變就需要持續的熱情和積極的努力。環球金融海嘯及人類豬型流感的侵襲，為智樂帶來無法想像的挑戰；雖然面對困境，但在我們委員會及全體員工的不懈支持下，我們順利克服了這些困難。他們的信任以及有形或無形的貢獻，推動智樂積極向前，繼續找尋方法，透過遊戲向造福兒童的目標出發。

### 遊戲一 建立適應力

針對患上人類豬型流感的兒童的需要，我們的醫院遊戲服務因此積極支持瑪嘉烈醫院的傳染病醫療中心，度身制定了專門方案，增強住院病童的適應能力，以提升他們的康復進度。可是，受苦的不止住院病童，社區內的兒童又如何呢？人類豬型流感引起的停課影響了很多兒童。我們的滙豐智樂遊戲萬象館採取積極創新的措施，透過網站及傳播媒體，分享交流家居遊戲技巧，並發放遊戲包，確保兒童在家中仍可享有遊戲機會。此外，智樂更支持香港社會服務聯會主辦的「好好生活」運動，旨在透過介紹遊戲的重要性及分享遊戲概念，幫助港人在面對逆境時建立積極堅強的態度。

### 遊戲一 取決於專家

誰負責提供及設計兒童的遊戲空間呢？滙豐智樂遊戲萬象館無疑是優質兒童遊戲空間設計領域的典範，我們也有幸成為香港室內設計師協會主辦的第十七屆亞太室內設計大獎公共機構／公共空間組別中的十優作品之一。在遊戲空間設計及設施供應方面，必需配合專家的參與。我們透過舉辦以“Designing Play Spaces for Children of Today”及“Play for All”為主題的專業研討會，成功影響了一些建築師及園景建築師的心態，開始對香港的兒童遊戲空間設計作出改變。

誰負責維護、促進及給予兒童遊戲的空間呢？我們致力向與兒童工作有關的香港專業人員，提供及增強他們的遊戲知識。令我們欣慰的是，本會兩位認可遊戲工作培訓員在獲得海外密集受訓的機會後，考獲了更高的遊戲培訓資格。他們將為本地專業人員及家長進一步開發培訓課程。當然，遊戲場安全檢查課程及醫院遊戲師基礎證書課程將會繼續舉辦。

### 遊戲一 策略及支持

為滿足發展優質兒童遊戲的多項需求，本會需要確立策略重點。本年我們集中三大發展領域，分別為強化財務的持續性、服務及專案項目的發展、生產力及效率的提升，十二項策略重點及行動計劃因而衍生出來。憑藉全體員工的齊心協力，我們很高興地宣告很多計劃已付諸實踐，並將於本年度報告中進一步闡述。教我們印象深刻的不僅是服務成果，還包括背後每一位智樂全人的熱情以及對兒童產生的良好作用。

伙伴合作是智樂持續發展的關鍵。我們成功地提名29家公司／機構參加香港社會服務聯會主辦的「商界展關懷」標誌嘉許活動，獲表揚的公司／機構已在本報告中列出。我們還與政府機構密切合作，舉辦遊戲活動和培訓講座，其中包括社會福利署、民政事務署、康樂及文化事務署的六個區域辦事處、區議會及積金局等。獲中央圖書館之玩具圖書館的三年管理合約更屬今年的一項重大成就。

### 智樂一帶來變化

當人逐漸長大，往往會失去遊戲的慾望，有些甚至遺忘了遊戲的價值。我們的熱心團隊時刻希望帶來轉變，透過遊戲專家的工作，好好裝備所有關心兒童的人士。我們將繼續作出最大努力，加強兒童的遊戲機會，引入嶄新遊戲概念和方法，並與社區一同合作，為所有兒童均可平等地享受優質遊戲，協力消除一切障礙。

我們以堅實的信念及明確的願景，作為行動指引及動力來源。面對的挑戰依舊日日新鮮，但身邊友好卻給予無比鼓舞，因此，需要個別感謝的人士及機構可謂不計其數，我們也盡可能地在本報告中一一致謝，但這並不能完全表達感激之情。如果沒有他們的支持，我們的工作就無法開展。在未來的歲月中，我們希望大家繼續支持本會，繼續保持合作關係，為著積極改善所有兒童的遊戲條件，與我們攜手努力。

An illustration featuring four hands holding a large orange banner. The hands are drawn in a simple, stylized manner with orange outlines. The top-left hand is a larger, darker orange hand. The top-right hand is a smaller, lighter orange hand with a green wristband. The bottom-left hand is a smaller, lighter orange hand with a blue and white striped bandage on the index finger. The bottom-right hand is a smaller, lighter orange hand with a pink and white striped wristband. The banner is a solid orange trapezoid with white text centered on it.

Childhood and Play Belong to Every Child

**PLAY FOR ALL**

童年 · 遊戲  
應屬於每一位兒童

## Hospitalized children continue to play on sickbed 住院的病童 病榻中繼續遊戲



Little Kam Kam feared medical procedures in the early days of his hospitalization. But his fear has been progressively reduced thanks to the patience and care of his hospital play specialists. He remembers the blood taking demonstration on medical dolls, reminding him of how to reduce pain by taking a deep breath and counting from one to three. In addition his unending optimism is an inspiration to the hospital play specialists.

Small children staying in hospital are frequently upset both physically and mentally, by being away from their parents and having to face a number of medical procedures. Playright believes play can reduce this anxiety and assist the speedy recovery of hospitalized children. Thanks to the financial support of private companies and from the community, the hospital play service continues in the Paediatric Wards of Princess Margaret Hospital and Caritas Medical Centre.

年紀小小的淦淦在入院初期，對醫療程序既怕且懼，但在醫院遊戲師富耐性與關懷的服務之下，也漸漸轉變過來，不但完全記得醫院遊戲師的醫療公仔抽血示範，更不時提醒自己，只要深呼吸，再數1, 2, 3，痛楚便會減輕，逗得醫院遊戲師也笑了起來。

小朋友因病住在醫院，不但遠離父母，更要面對接踵而來的各項醫療程序，身體飽受煎熬，小小心靈也大受傷害。智樂深信透過遊戲，可減低病童的住院焦慮，有助康復。得到不同機構及社會人士的資助，醫院遊戲服務得以繼續在瑪嘉烈醫院及明愛醫院的兒科病房推行。

## Response to influenza 回應流感



During the Human Swine Influenza outbreak, we adapted our services accordingly. To prevent cross infection, the hospital play specialists designed and produced disposable play packs which were both interesting and funny, allowing hospitalized children to continue their play. With Infectious Disease Centres full of children suffering from Human Swine Influenza, hospital play specialists provided them with play services following referral from medical staff. We wish to express our sincere gratitude for the unfailing care and assistance of the medical staff.

在人類豬型流感肆虐之際，我們的服務亦加以配合。為防止交叉感染，醫院遊戲師悉心設計及製作有趣好玩的獨立遊戲包，讓病童可以繼續遊戲。而當傳染病中心住滿不少感染了人類豬型流感的病童時，醫院遊戲師在醫護人員的轉介下，也可對有需要的病童提供醫院遊戲服務。我們對醫護人員的重視與合作，深表感激。

## Outreach services 外展服務



To help sick children communicate with the outside world, we have continued our outreach services beyond the wards taking chronically ill children to have fun in Kowloon Park as part of "Project Sunshine", so that they may share quality time with their families.

為加強病童與外界溝通，我們亦繼續舉辦病房以外的外展活動，其中包括帶領一班「陽光之家」的長期病患兒童到九龍公園遊玩，讓孩子與家人歡度難忘的親子時刻。

## Overseas exchanges 海外交流

This year, one of our hospital play specialists had an opportunity through a one week internship at Great Ormond Street Hospital for Children in the United Kingdom, to gain valuable knowledge from senior British counterparts and share local experiences.

於本年度，我們的一位醫院遊戲師獲享機會，遠赴英國著名的兒童醫院Great Ormond Street Hospital for Children，展開為期一周的實習，向英國資深的同業近距離學習及分享本地的心得。

Besides, the head of the Hospital Play Specialists Course at the Japanese Shizuoka University to include one of our articles on hospital play services in his new book, giving us a chance to compare notes with our Japanese counterparts.

另外，應日本靜岡大學醫院遊戲師課程主管之邀請，將我們一篇有關醫院遊戲服務的文章刊登在其新書中，讓我們可與日本醫護界交流經驗。

In December 2009, we met with Miss Chan Suk Wah the Principal Assistant Secretary (Health) in the Food and Health Bureau to share our aspirations for the creation of a child friendly environment in the upcoming Centre of Excellence in Paediatrics and for the inclusion of hospital play service and an interactive TV programme. Our ideas received a positive and enthusiastic response. In the coming year, we will continue to promote the successful establishment of hospital play service, so that our specialists may provide their professional services to continue to help more hospitalized children face their illness.

在09年12月，我們約見了食物及衛生局之首席助理秘書長(衛生)陳淑華女士，分享我們對即將成立的「兒科卓越醫療中心」之親切環境的興建，以及提供醫院遊戲服務及互動電視台活動之意見，我們也獲得正面的回應。來年，我們會繼續推動，希望醫院遊戲服務可成功設立，讓我們醫院遊戲師得以提供專業服務，幫助更多病童面對疾病。

## Consultation on the "Centre of Excellence in Paediatrics" 關注「兒科專科卓越醫療中心」

## Equal play opportunities for children with physical and mental disability 身心殘障的孩子 平等的遊戲機會



Ms. Zhu's son suffers from autism and a moderate mental retardation and is now 24 years old; however she clearly remembers his unhappy early experiences in the playground during his childhood. "There were few facilities suitable for my son and even his favorite swings were not enough. There were always long queues and some swings were even broken." As the mother of a child with special needs, she thinks play is a good media for helping disabled children communicate with their healthy counterparts, in that both parties can learn to get along with each other, thus promoting community inclusion.

Why are there few wheelchair bound or mentally retarded children in the public playgrounds of Hong Kong? Don't they love having fun in the playground? Do they lack the opportunity or are there other reasons?

患有自閉症及中度智障的兒子現已24歲，但朱女士依然清楚記得，孩子小時候在遊樂場的不快經歷：「適合兒子使用的設施不多，就連他最愛的鞦韆，數目也不夠，經常要排隊，有些更已損毀。」身為有特殊需要兒童的母親，認為遊戲是個良好的媒介，有助回應殘障孩子與其他孩子溝通的需要，讓雙方互相學習相處之道，促進社區共融。

為甚麼香港公眾遊樂場甚少坐輪椅或智障兒童的蹤影？難道他們不愛在遊樂場玩嗎？是欠缺機會，還是背後另有原因？



Playright worked with the Rehabilitation Alliance Hong Kong in 2008 to conduct a survey on the play opportunities for children with a disability. From a review of the 253 questionnaires that were returned over 90% of parents thought there were insufficient play opportunities in the community and some pointed out that the needs of their children were neglected in terms of recreational facilities in public parks.

To advocate the importance of inclusive playgrounds and allow children with disabilities to enjoy more access to community playgrounds, we held a special seminar in November 2009, inviting speakers from different sectors in the US and Hong Kong to address this issue. The keynote speakers, Mr. Kenneth. S. Kutska and Mr. Thomas Kalousek from the US, delivered their speeches based on the regulations and development of inclusive playgrounds in their country, offering great insight to the participants. Other speakers included Ms. Rosman Wai, Chairperson of the Board of Educational Affairs of the Hong Kong Institute of Architects and Ms. Kathy Wong, Executive Director of Playright, who shared their opinions on the importance of barrier-free designs and inclusive playgrounds to Hong Kong. Mr. Paul Cheung Kwok Kee, Assistant Director (Leisure Services) of Leisure and Cultural Services Department as the officiating guest, responded positively, stating that the Government plans to invest more resources in public education and the improvement of existing facilities, so as to encourage parents to take their children to the parks more often.

我們於2008年間與香港復康聯盟合作，進行特殊需要兒童的遊樂機會之調查研究，從成功收回的253份問卷中得知，逾9成特殊兒童家長認為社區遊戲機會不足，部份家長指出公園玩樂設施未有照顧特殊兒童的需要。

為了倡導共融遊樂場的重要性，讓有特殊需要的兒童可多享用社區遊樂場，我們於2009年11月舉辦了專題研討會，邀請來自美國及本港不同界別的講者回應。主講嘉賓為美國專家Mr.Kenneth.S.Kutska及Mr.Thomas Kalousek，以有關美國共融遊樂場的條例及發展為主題，令與會者獲益良多；其他講者包括香港建築師學會教育事務主席衛翠芷女士及本會總幹事王見好女士，他們分別就無障礙設計及共融遊樂場對香港的重要性分享意見。而擔任主禮嘉賓的康樂及文化事務署助理署長（康樂事務）張國基先生也積極回應，表示政府已計劃投入更多資源於宣傳教育及改善現有設施，希望鼓勵家長多帶孩子到公園遊玩。



## Children in local communities in need of diverse play opportunities 社區家庭的兒童 需要多元遊戲



### HSBC Playright PlayScope starting overall services 滙豐智樂遊戲萬象館 開展全面服務

Following the official opening in November 2009, this facility now provides services, including a Toy Library, Play Resources Corner, PlayCircle and play groups, bringing new, unique and “child-centered” play to parents and their children in the communities of Tai Po and North District. In just one year, PlayScope has gained the recognition of families within the community. PlayCircle has an appointment rate of 150% during peak hours and a service use rate of over 70%, while the borrowing rate of the Toy Library is close to 60%. These statistics clearly illustrate a demand for PlayScope’s services from families within the community.

於2009年11月正式開幕後，各館內服務亦全力開展，包括玩具圖書館、參考資源閣、遊戲穿梭城及遊戲小組等，為大埔及北區社區的家長及兒童，帶來全新、獨特、「兒童為本」的遊戲服務。短短一年間，已獲得區內家庭的認同，其中，遊戲穿梭城於繁忙時段的預約率高達150%，服務使用率也超過七成，玩具圖書館的借用率更接近六成，顯示區內家庭對萬象館服務的需求甚為殷切。

## Bringing play opportunities to children in the Tin Shui Wai community 為天水圍社區的兒童帶來遊戲機會



The “Mattel - Playright Toy Laboratory” project, as jointly sponsored by the Mattel Children's Foundation and Partnership Fund for the Disadvantaged, offered outdoor recreational activities through playmobile and school lectures on toy safety in 2009. This introduced a great variety of play opportunities for children in Tin Shui Wai North and Yuen Long Districts while enhancing the local residents' awareness of toy safety at home.

由Mattel Children's Foundation及攜手扶弱基金贊助的「美泰玩具 - 智樂玩具研究所」計劃，於2009年透過遊樂車的戶外遊樂活動及到校式的玩具安全講座，為天水圍北及元朗區的兒童提供多姿多采的遊戲服務外，也提高了居民對家居玩具安全的重視程度。

## H1N1 causing suspension of classes, but not play at home H1N1停課 停不了的家居遊戲

The outbreak of H1N1 influenza in Hong Kong in 2009 led to a suspension of school classes. Children had to stay at home all day with many of them devoting a great deal of time to electronic games, the Internet or TV programmes. As a result, they were deprived of normal play opportunities and their physical and mental development suffered. In view of this, we took immediate action, including the distribution of free play packs and the provision of play tips on websites so that children could continue their play at home and learn about the prevention of influenza. We also added resources to our hospital play service so that children with influenza could continue their play in the wards.

2009年本港社區爆發H1N1流感，學童被逼停課，長時間留在家中，導致整日沉迷電子遊戲、網上世界或電視網絡，喪失了正常的遊戲機會，影響身心發展。我們即時行動，透過派發免費遊戲包及於網站提供遊戲點子，讓小朋友繼續投入家居遊戲，同時加強預防流感的防疫意識；醫院遊戲服務方面，我們也增撥資源，為受感染的病童提供遊戲服務，讓遊戲得以在病房進行。



## Urban children play with nature 城市的小朋友 與大自然玩遊戲

Opportunities for children and youths to play naturally and freely with elements in the natural environment.

兒童及青少年在大自然環境裏，利用大自然的元素自然玩、自由玩的機會。



Children living in the metropolis of Hong Kong are becoming more and more estranged from nature and gradually forgetting that human beings are a vital part of nature. Sponsored by Melco International Development Limited through the Hong Kong Community Chest, we have introduced the concept of environmental play from the United Kingdom into Hong Kong. Through a programme of play designed by playwork trainers, parents and their children have fun with natural elements such as water, sand, fire, earth and wind. Threaded with the concept of playwork, children take the leading role and make free choices during the play process, so that they are encouraged to explore the natural world. Accordingly, play belonging to children is created based on their interaction with adults and the environment. We believe that when children have more opportunities to have contact with nature, they show more care for and truly cherish nature and the creatures therein.

居住在現代香港都會的兒童，與大自然的關係愈來愈疏離薄弱，已經漸漸忘記人類是大自然的一份子。在新濠國際發展有限公司透過香港公益金撥款資助下，我們將大自然遊戲的概念由英國引進本港。在遊戲工作培訓師設計的一系列遊戲活動中，家長及小朋友採用大自然的元素，如水、沙、火、土、風等來進行遊戲，當中貫徹遊戲工作的理念，遊戲過程由兒童主導及自由選擇，從而鼓勵兒童主動發掘及探索自然世界，並藉著推動兒童、成人及環境之間的互動，創造出屬於兒童的遊戲。我們相信，當兒童接觸大自然的機會愈多，自會產生親近愛惜之情，發自內心地珍惜大自然，愛護天地萬物。

Experiencing  
environmental play  
大自然遊戲  
體驗活動

We take families directly to countryside places around the Territory (including country parks, grass slopes, rocky shores, etc.) to play, encouraging participants to have fun and accordingly create more play opportunities with natural resources and space.

引領家庭成員直闖本港的野外地方(如郊野公園、草地斜坡、石灘等)進行遊戲，藉此鼓勵參加者利用大自然的資源及空間遊戲玩樂，從而創造更多遊戲機會。



## Professional training for environmental play 大自然遊戲的專業培訓

We provide multiple courses, workshops and intern activities conceived, delivered and hosted by professional playwork trainers. These professionals adopt many unique methods of play experience in the industry to help participants understand the concept of playwork and the leading skills of environmental play.

由專業遊戲工作培訓師構思、主講及主持的多項課程、工作坊及實習活動，以專家的角度切入，採用業內特有的遊戲體驗方式，讓參加者從多方面了解遊戲工作的理念及大自然遊戲的帶領技巧。



## Environmental play days in communities 社區大自然遊戲日

We bring the concept of environmental play to different communities in Hong Kong. By means of play days and the design of our play booths, we take the initiative to approach the public so that families within communities can contact and experience the elements and fun of environmental play. Children and parents can also get more ideas on how to develop environmental play during the process, so as to further introduce the play concept into family outdoor activities.

將大自然遊戲的概念帶到香港各個不同社區，透過遊戲日的形式、不同遊戲區的設計，以主動出擊的方法，走入群眾，讓區內家庭能接觸及體驗到大自然遊戲的元素及樂趣。兒童及家長也可從中吸收更多大自然遊戲的小點子，並進一步將遊戲的概念引入家庭的戶外活動中。



An illustration featuring four stylized hands in blue, red, orange, and green, each holding a white, wavy banner. The banner is positioned horizontally across the center of the image. The hands are rendered in a simple, rounded style with white outlines for fingers and palms. The banner has a white, wavy border and contains the text 'Professional Play Training' and '專業遊戲培訓' in white. The background is white.

**Professional Play Training**  
專業遊戲培訓

## Development of playwork curriculum 遊戲工作課程發展



### Students' remarks 學員的感受

"I have a new experience of the play concept and completely enjoy the fun of play!"

「對遊戲概念有全新體會，完全感受到遊戲所帶來的歡樂！」

"It is an excellent learning opportunity for teachers and it reminds us to play from the perspective of children."

「為老師帶來極佳的學習機會，提醒我們要從小朋友的角度玩遊戲。」

"It's totally beyond my expectation and much beneficial. It helps enhance the effectiveness of my work."

「完全超出期望，獲益良多，有助提升工作的效果。」



The Playwork Certificate Course that we offer jointly with Common Threads, a recognized organization of professional play training in the United Kingdom, is now in its third year. This well tested course is tailored to situations in Hong Kong. Currently, playwork trainers of our organization and of Common Threads work with different academies to provide basic and certificate courses in the territory on a regular basis. We hope to initiate a diploma course in 2011.

我們與英國權威遊戲專業培訓機構 Common Threads 聯合辦的遊戲工作證書課程系列已踏入第三年，經多方經驗實踐、更為香港環境而度身訂造。現時本會與 Common Threads 的遊戲工作培訓師，更與不同學院合作，定期在本港提供基本及證書課程，展望於 2011 年期間將會引入文憑課程。

## Development of Mainland play projects: Training programmes in Hefei and Haimen 內地遊戲項目發展-合肥、海門培訓計劃



### HSBC junior play ambassadors 滙豐 - 青少年遊戲大使

Sponsored by the Hongkong Bank Foundation, we have launched a programme to train the children of primary three and above and the youths of secondary three to six as play ambassadors, bringing play into about a dozen primary and secondary schools in Tai Po and North District. Through our professional training, about two hundred ambassadors now understand how to bring play into life. During their internship, they contributed to the community with their creativity and vigor, sharing the fun of play with their schoolmates and local residents helping to establish a harmonious community.

我們獲滙豐銀行慈善基金的資助，推出以訓練小三以上的兒童及中三至中六的青少年成為遊戲大使的計劃項目，得以將遊戲帶入大埔及北區約十多間中、小學校園。為數約二百多位大使經過我們的專業培訓後，認識了將遊戲帶到生活中的技巧，並透過創意點子及活力精神在實習環節回饋社群，與校內同學及社區人士分享遊戲樂趣，從而建立和諧社區。

"In fact, the play concept has gained considerable recognition in Tunxilu Primary School. The playrooms are hugely popular with children. We organized a play day for International Children's Day on June 1, so that children could really experience happiness. It has become one of the most important traditions among our students. From school leaders to teachers, parents and Young Pioneer volunteers, everyone participates in the play, conveying more laughter and happiness on the campus of Tunxilu Primary School." Headmaster of Tunxilu Primary School in Hefei City.

「其實，遊戲的理念在屯溪路小學已經深入人心，遊戲室的建立並開放，深受孩子們的歡迎。在“六·一”兒童節這天舉辦遊戲日，讓孩子真正體驗到快樂，已成為我校最為重要的學生傳統活動之一。從學校領導到教師、家長、大隊志願者、全員參與遊戲活動中，更多的笑聲與快樂在屯溪路小學的校園中傳遞。」 合肥市屯溪路小學校長

With the support of the Chen Yet-Sen Family Foundation, we have initiated new projects in Mainland China, including a programme implemented in Haimen City, Jiangsu Province in December 2009. Our trainers have not only provided local kindergartens and the Children's Palace with training and advice on establishing toy libraries, but have conducted in-depth play training and play day demonstrations. The campus recreational development programme in Hefei City has now reached a mature stage. The hardware for playground design, together with different levels of training software over a period of more than two years, has prompted some recipient schools to include play as an indispensable part of campus life. Influenced by play, the schools have become more united, more cheerful and more harmonious than before.

在陳一心家族基金會支持下，我們在內地開展了嶄新的遊戲發展項目，當中包括於2009年12月推行的江蘇海門市計劃。我們的培訓師為當地的幼稚園及少年宮提供有關設置玩具圖書館的培訓及顧問服務外，並進行深化遊戲培訓及遊樂日示範。而合肥市的校園遊樂發展計劃已達成熟階段，在精心設計的遊戲室設計硬件上，配合為期2年多不同程度的培訓軟件，促成部份受惠的小學將遊戲納入校園裏不可或缺的一環。在遊戲的薰陶下，學校上下一心，比以前更愉快融和。



## Foundation Certificate for Hospital Play Specialists 醫院遊戲師基礎證書課程



For professional training, we organize the foundation certificate for hospital play specialists that is now in its second year. We have provided related training for universities, hospitals and professional healthcare groups, including the "Update Series on Child Health 2009" organized jointly with the Hong Kong Paediatric Society and Hong Kong College of Paediatricians, in which we introduced the hospital play service to hundreds of paediatricians and nurses, gaining more recognition and support among professionals.

在專業培訓工作方面，我們舉辦了第二屆醫院遊戲師基礎證書課程，亦提供有關訓練予大學、醫院或醫護專業團體，其中包括在香港兒科醫學會及Hong Kong College of Paediatricians聯手舉辦的“Update Series on Child Health 2009”中，為數百位兒科醫生及護士介紹醫院遊戲服務，爭取更多業界人士的認同和支持。

## Certified Playground Safety Inspector Course (USA) 遊樂場安全檢查課程(美國)

We were the first to introduce the overall US curriculum and examination system to Hong Kong, and we provided a 3-day professional course in November 2009 to give local professionals interested in playground design and safety greater access to more specialized and systematic training. Participants who passed the examination were awarded the US certificate on playground safety inspection. This certificate, recognized in the United States, Singapore and other places, is a foundation qualification in the field of managing and inspecting outdoor playground facilities.

本會首次引入全套美國課程及考試制度來港，並於2009年11月舉辦了為期3日的專業課程，為對遊樂場設計及安全有興趣的本地專業人士，提供更專業及更具系統的課程。學員通過考試即可獲取美國認可的遊樂場安全檢查證書。證書獲美國及星加坡等地認同，是業內管理及查核戶外遊樂場設施的基本資格要求。



An illustration featuring four stylized hands in orange outlines, each holding a corner of a central orange banner. The hands are decorated with various accessories: a blue bandage on the top-left hand, a green wristband on the top-right hand, and a red wristband on the bottom-right hand. The banner contains text in English and Chinese.

Play Space which is  
“Playable” and “Inclusive”  
「宜玩」與「共融」  
的公共空間

## The design concept of a “playable” environment 「宜玩」環境設計概念獲業界推崇



We received the good news in early 2010, that HSBC Playright PlayScope, designed by the well-known architect professor Dr. Mitsuru Senda and his team from the Japan Environment Design Institute in collaboration with the Playright play environment design team, was honored as one of the top ten works in the category of public bodies/ public space in the 17th Asia Pacific Interior Design Awards organized by Hong Kong Interior Designers Association. With years of experience in local play environment design, the practice of play theory and the interaction and communication with global play cultures, we demonstrated a children-oriented play environment to the public and professional organizations. It is feasible to design public space with the elements of play, so that the public may understand the children's play needs and consider developing more playable spaces.

在2010年初傳來好消息，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設計的「滙豐智樂遊戲萬象館」，獲得由香港室內設計師協會主辦的第十七屆亞太室內設計大獎公共機構／公共空間組別中的十優作品之一。我們結合多年本地遊樂環境設計的經驗、遊戲理論的實踐和世界遊樂文化的互動交流，向公眾及專業組織展示兒童為本的遊樂環境，利用「遊戲」元素作公共空間設計也屬可行之舉，令公眾了解兒童的遊戲需要和考慮發展更多「宜玩」的遊樂空間。

## Professional seminar on children's play environment 為兒童遊樂環境而衍生的專業研討



In July, HSBC sponsored a seminar organized by Playright entitled "Designing Play Spaces for the Children of Today" featuring the concept, design and the construction of a child friendly play environment. We were honored to have Professor Dr. Mitsuru Senda as our chief speaker. The officiating guests were Mrs. Carrie Yau, former Permanent Secretary for Home Affairs, and Ms. Teresa Au, Head of Corporate Sustainability Asia Pacific Region, HSBC. Other speaker included Mr. Wong Kam Sing, Vice President of the Hong Kong Institute of Architects. The seminar featured a diverse range of topics that enhanced awareness of the trends of children's play environment and provided inspiration to all participants.

獲香港上海滙豐銀行有限公司的贊助，我們於七月舉辦了一場以兒童遊樂環境概念、設計及建造為主題的“Designing Play Spaces for Children of Today”研討會，首席講者為日本著名建築師仙田滿博士，更獲前民政事務局常任秘書長尤曾家麗女士及香港上海滙豐銀行亞太區企業責任及可持續發展總監區佩兒小姐蒞臨，擔任主禮嘉賓，講者還包括香港建築師學會副會長黃錦星先生。研討會內容豐富，有效加強業內人士對兒童遊樂環境趨勢變化的認知，與會者均認為獲益良多。

## Professional cooperation in the design of "inclusive" public space 專業協力實踐「共融」的公共空間



For the first time, we provided the Housing Authority with a comprehensive consulting service on play environment. In close collaboration with the property development & management team of the Building and Housing Department, design and construction contractors and landscape architects, we adopted the two important elements of being "playable" and "inclusive" to explore a unique design for a natural recreational space on the rooftop of the phase IV shopping mall project in the Yau Tong Estate.

In addition, we participated in a public space rejuvenation project by the Urban Renewal Authority, submitting design schemes for the Historical Exploration Garden of the 2011 Revolution Memorial Park in Sheung Wan Pak Tse Lane to be completed in 2011, offering an opportunity for historical exploration and free play for persons of different ages. We are convinced that the completion of the project will promote Hong Kong's transformation to an "inclusive" society and provide a good example of developing diversified children's play spaces.

我們首次為房屋委員會提供綜合式的遊樂環境顧問服務。透過與房屋署建築物業發展管理團隊、設計和建造承建商，園林建築師之間的緊密協作，以「宜玩」及「共融」兩個重要元素，為油塘邨第四期商場項目中的天台自然休閒空間，探求獨特設計。

另外，我們亦參與市區重建局有關活化公共空間的計劃，為即將於2011年落成的上環百子路辛亥革命紀念公園裏的歷史探知園，提交適合不同年齡人士探索歷史及自由遊樂的設計方案。期望項目完成後，能促進香港邁向「共融」社會，建立發展多元化兒童遊樂空間的典範。



## The innovative "play safety assessment" mechanism 創新的「遊樂安全評估」機制



It is our mission to promote a safe and quality environment for children's play. In recent years, private residential developments, clubs, hotels and rehabilitation centres have been actively developing non-traditional children's play environments and providing unique play facilities. During the design and construction phases, special attention is paid to children's play safety, and there are discussions about the applicability of international standards to safety inspection. We have provided facility safety assessment services by referring to related standards of assessing play safety risks and relevant examples from overseas. In the past year, customers adopting our innovative services include The Link Management Limited, Hong Kong Housing Authority, Sun Hung Kai Real Estate Agency Limited and Kerry Properties Limited.

倡導安全及優質的兒童遊樂環境一直是我們的使命。近年來，私人住宅、會所、酒店及復康中心均積極發展非傳統的兒童遊樂環境，提供別樹一格的遊戲設施。在設計及建造過程中，特別關注兒童的遊戲安全，甚至出現討論國際安全檢查標準的適用性問題。故此，我們參考外國相關的遊樂安全風險評估標準和實際使用例子，提供設施安全評估服務。過去一年採納我們創新服務的客戶包括領匯管理有限公司、香港房屋委員會、新鴻基地產代理有限公司及嘉里建設有限公司等。

An illustration featuring four stylized hands in orange outline, holding a central orange banner. The hands are positioned at the corners of the banner. The top-left hand holds a green heart, the top-right hand holds a blue heart, the bottom-left hand holds a pink heart, and the bottom-right hand holds an orange heart. The banner is a trapezoidal shape with a white background and orange border.

**Acknowledgement of  
Support by Different Sectors**  
感謝各界的支持

## Grand opening of PlayScope 萬象館正式開幕



The opening ceremony of HSBC Playright PlayScope was held on 7 November 2009. Officiating guests included: Ms. Carrie Lam, Secretary for Development of the Hong Kong SAR; Mr. Vincent Cheng, former Chairman of HSBC; Mr. William Y Yiu, former Executive Director of Charities of Hong Kong Jockey Club; Ms. Teresa Au, Head of Corporate Sustainability Asia Pacific Region, HSBC; Mrs. Marden, Honorary President of Playright Children's Play Association; and Dr. Chow Chun Bong, Chairperson of Playright Children's Play Association. At the opening ceremony, the officiating guests turned the play kaleidoscope together and emphasised the slogan of "Seeing Play From Every Angle", meaning that PlayScope allows children to have a comprehensive play experience. Other guests held small kaleidoscopes and appreciated play from a new perspective with the many children who were present.

Playright is deeply grateful to the HSBC Foundation for its grant of HK\$4 million which has provided children with a custom built quality play environment. We are also very grateful to the Hong Kong Jockey Club Charities Trust for their grant of HK\$2.74 million which sponsors part of the daily operation of "PlayScope" allowing us to provide children with quality play services and to lay the foundation for the future of the facility.

滙豐智樂遊戲萬象館於2009年11月7日舉行開幕禮。主禮嘉賓包括香港特別行政區發展局局長林鄭月娥女士、前香港上海滙豐銀行有限公司主席鄭海泉先生、前香港賽馬會慈善事務執行總監饒恩培先生、香港上海滙豐銀行有限公司亞太區企業可持續發展部總監區佩兒女士、智樂兒童遊樂協會名譽會長馬登夫人及智樂兒童遊樂協會主席周鎮邦醫生。開幕禮上，各主禮嘉賓一同轉動萬花筒，帶出「360度遊戲新角度」的口號，寓意萬象館讓小朋友全面體驗遊戲；而全場嘉賓更手持小萬花筒，與小朋友一起從新角度看遊戲。

智樂非常感謝滙豐銀行慈善基金撥款資助建設經費港幣四百萬元，為兒童提供優質的遊樂環境，亦非常感謝香港賽馬會慈善信託基金撥款港幣二百七十四萬資助「萬象館」的部份日常營運經費，讓我們能為兒童提供優質的遊戲服務，為萬象館奠定重要的基礎。



## Caring Company Scheme 商界展關懷

Without direct government funding, we rely heavily on donations and support from different sectors, so that Playright can secure the resources to continue promoting children's play in the territory. We sincerely congratulate the following organizations that have been awarded the Caring Company Logo.

在沒有政府直接資助的情況下，我們非常依賴各界的捐助與支持，讓智樂獲享資源，繼續於本港推動兒童遊戲。我們衷心祝賀以下機構榮獲2009年度成為商界展關懷公司。

\*All the lists are in alphabetical order \*名單以英文字母排序

ABC Pathways School

Antalis (Hong Kong) Limited  
近利(香港)有限公司

Cell Therapy Technologies  
Centre Ltd  
細胞治療技術中心

Clear Future Technologies  
Limited  
傑卓資訊科技有限公司

Gloss Mind Sports  
International Ltd  
亮志體育運動國際有限公司

Hang Seng Bank Limited  
恒生銀行

HKR International Limited  
香港興業國際集團有限公司

Hong Kong Disneyland Resort  
香港迪士尼樂園度假區

Hong Kong Exchanges and  
Clearing Limited  
香港交易所

Hong Kong Institute of Human  
Resource Management  
香港人力資源管理學會

Hong Kong Internet Registra-  
tion Corporation Limited  
香港互聯網註冊管理有限公司

Kids' Gallery Co Ltd  
兒童藝廊

Kingfisher Asia Limited  
翠豐亞洲有限公司

Learning Plus Language  
Centre

Mattel Asia Pacific Sourcing  
Limited  
美泰玩具亞太有限公司

Melco Group  
新濠集團

Music Motion Dance Academy  
Limited  
舞動時代舞蹈學院有限公司

NutriWorks Ltd  
友營堂有限公司

Parks Supplies Company  
Limited  
栢溢名基康體設備有限公司

Pearson Education Asia  
Limited  
培生教育出版亞洲有限公司

Peegaboo Corporation Limited  
百家寶集團有限公司

Play Concept Ltd  
建樂康體設備有限公司

SHINEWING (HK) CPA Limited  
信永中和(香港)會計師事務所有限  
公司

Shun Tak Property  
Management Ltd  
信德物業管理有限公司

Sinocham (HK) Enterprises Ltd  
華昌(香港)企業有限公司

Tai Shing Group (Holdings)  
Company Limited  
大盛集團(控股)有限公司

The Hongkong and Shanghai  
Banking Corporation Limited  
香港上海滙豐銀行有限公司

Toptech Co. Limited  
高端有限公司

Zurich Insurance Group (Hong Kong)  
蘇黎世保險集團(香港)



## Flag Day 賣旗籌款

Thanks to the support from many different circles, the Playright Fun Flag Day was successfully held on 9 May 2009 and raised funds of HK\$576,113. On that day we encouraged both adults and little friends to get dressed up and to sell flags, which will help to fund many programmes and create play opportunities for children living with sickness, poverty, growth impairment and lack of resources.

多謝各界的支持，我們首創的智樂好玩賣旗日於2009年5月9日順利舉行並籌得善款港幣576,113，當日我們鼓勵大小朋友裝扮起來，以趣怪形象參與賣旗，為患病、貧困、成長障礙及資源缺乏的兒童拼出遊戲機會。

### Corporate donors HK\$1,000 or above

捐款達港幣1,000或以上之企業團體

Creativekids  
Fountain Finance Ltd  
Futurekids  
Gift for Kids Foundation Ltd  
Global Parent Child Resource Centre Ltd (BHNS)  
Gloss Mind Sports International Ltd  
Grand Field Group Holdings Ltd  
M Restaurant Group (HK) Ltd  
Play Concept Ltd  
RBS Coutts Bank Ltd

### Individual donors HK\$1,000 or above

捐款達港幣1,000或以上之善長

Romaine Bamford  
Bernard Chan  
Denny Chan  
Chan Ka Man, Carmen  
Chu Sui Kin, Albert  
Sandra D'Auriol  
Fong Loong Choon, Julian  
Michael Green & Mrs Green  
Hari Harilela  
Ho Kam Fai  
Ho Po Ying  
Ho Suk Ching  
Joanna Hotung  
Hui Hiu Fai  
Hui Na Na, Anna  
Lau Shing  
Karen Lee  
Lee Tsz Mei  
Amy Liu  
Elaine Marden  
Anne Marden  
Catherine Mead  
Saleen Razri  
John Salmon  
Lisa & Kenneth Siu  
Suen Hon Pia  
Wendy O'Neill Wang  
Wong King Lam  
Yiu Yau Kam

### Supporting organisations

支持團體

ABC Pathways Schools  
AIA Success - Toby Fung District  
American International School  
Antalis (Hong Kong) Ltd  
Balanced Intelligence  
C & MA Lei Fook Church Social Centre for the Elderly  
C & MA Tsui Lok Good Neighbours Centre for the Elderly  
Cheeky Monkey's Fun House  
Choi Jun School  
CRYOLIFE - Cell Therapy Technologies Centre Ltd  
Diamond Hill Ling Liang Kindergarten  
Elegantia College  
Fanny's Workshop  
Gloss Mind Sports International Ltd  
Gold Peak Industries (Holdings) Ltd  
Hang Lung Real Estate Agency Limited  
HK Children's Music Theatre  
HK Mathematical Olympiad School  
HKR International Ltd  
Hong Kong Communications Equipment Co Ltd  
Hong Kong Federation of Handicapped Youth  
Hong Kong Girl Guides Association - 24 Island Coy  
Hong Kong Girl Guides Association - 68 Island Coy  
Hong Kong Institute of Human Resource Management  
Hong Kong Preschool (Kowloon Tong)  
Hong Yip Service Co Ltd  
Island School  
Kids' Gallery  
Lam Tin Ling Liang Kindergarten  
Learning Plus Language Centre  
Lutheran Philip House Hing Man Nursery School  
Mental Health Link (Hong Kong East)  
Methodist Epworth Willage Community Centre  
Mr & Mrs Raymond Chau  
MTR Corporation Limited  
Music Motion Dance Academy  
Nutriworks Limited  
NWS Holdings Ltd  
Parks Supplies Co Ltd  
Po Leung Kuk Yu Lee Mo Fun Memorial School  
Queen Elizabeth School Old Students' Association Primary School  
Richmond Fellowship of Hong Kong Community  
Rightmind International Nursery and Kindergarten  
Sai Kung District Community Centre  
Sai Wan Ho Asia Home for the Elderly  
ShineWing (HK) CPA Ltd  
Shun Tak Property Management Ltd  
Sino Property Services  
STAR  
Sun Hing Holdings Ltd  
Tai Shing Group  
The Bank of East Asia  
BGCA of Hong Kong Jockey Club South Kwai Chung Children and Youth Integrated Services Centre  
The Hong Kong Chinese Church of Christ The Grace Neighbourhood Centre  
The Hong Kong Jockey Club  
The Mental Health Association of Hong Kong  
The Society for the Aid and Rehabilitation of Drug Abusers  
Toptech Co Ltd  
Victoria Nursery and Kindergarten P.T.A.  
Yuen Long Merchants Association Kindergarten  
Zurich Insurance Group (Hong Kong)

## Walking on Air 智樂快樂行

Have you ever tried doing charitable deeds by walking and playing games happily along the way? During our first "Walking on Air for Playright" in Discovery Bay on 7 March 2010, we set up all kinds of interesting play booths along the route of our walk. We established the novel "Bear Clinic", where children could bring their favorite stuffed toys for medical treatment and learn to understand the feelings of children who are ill and in hospital. We raised a total of HK\$407,417 during this charity event.

有否嘗試一路行，一路做善事，一路開心遊戲？我們於2010年3月7日在愉景灣舉行第一屆智樂·快樂行，沿途設置各式各樣的有趣遊戲外，更有別開生面的「小熊診所」，為帶同心愛毛公仔前來的小朋友，帶來體驗病童經歷的機會。此次善舉共籌得港幣407,417。

### Supporting organisations 支持團體

Cambridge University Press  
Christian & Missionary Alliance South Horizons Nursery School  
Discovery Bay Services Management Limited  
Family Capital Conservation Limited  
Hong Kong Institute of Certified Public Accountants  
Hong Kong United Youth Association Ladies Club  
Island Health Family Practice  
Kingfisher Asia Limited  
Melco Group  
META Design  
Music Motion Dance Academy  
Nutriworks Ltd  
Parks Supplies Co Ltd  
Pearson Longman Hong Kong

Peegaboo Corporation Limited  
School of nursing, The Hong Kong Polytechnic University  
ShineWing (HK) CPA Ltd  
Sinocham (HK) Enterprises Limited  
Shun Tak Property Management Ltd  
Tai Shing Group (Holdings) Co Ltd  
Tivoli Anglo-Chinese Kindergarten and Nursery

### Donation HK\$1,000 or above 捐款達港幣1,000或以上之善長

Lee Yuk Fong  
Robert Nield  
Ng Kwok Keung  
黃榮偉  
HCS Foundation  
Hong Kong Paediatric Nurses Association



An illustration featuring four hands in different colors (green, blue, pink, and orange) holding a central orange banner. The banner contains the text 'Voices of Volunteers' and '義工的心聲'. The hands are stylized with simple outlines and are positioned around the banner, suggesting a collective effort or support.

**Voices of Volunteers**  
義工的心聲

## Melco Group 新濠集團



We believe educating children on the importance of protecting the environment is the key to creating a sustainable green culture in the society. In 2009, Melco established a 3-year fund with the Community Chest, sponsoring various green initiatives including the well-received Playright environmental play project. Together with our staff volunteers, children have the opportunity to experience first-hand the importance of nature on our lives.

我們堅信教育孩子們保護環境，是社會建立長遠綠色文化的關鍵。於2009年，新濠與公益金成立了為期三年的「公益金新濠綠色基金」，以資助各類與環保相關的項目，當中包括智樂舉辦的「大自然遊戲計劃」，計劃讓新濠義工與孩子們一同親親大自然，親身體會大自然對生活的深遠影響。

## Irene Leung 梁愛蓮



I have been a volunteer with Playright for more than a decade, because I'm touched by the enthusiasm of hospital play specialists. I have also experienced the gains of sick children in play, which help them forget the pain of treatments for the moment and show their smile again.

在智樂當義工超過10年，全因被醫院遊戲師的熱誠所打動，也親身感受到病童在遊戲中的得著，可以暫時忘記治療的痛楚，重展笑容。



## Yip Sui Sing 葉瑞成

I've been providing volunteer services for Playright for over seven times in just more than a year. I find that the children can have fun even there are no presents. And from their delicate expressions on the faces and in the eyes, I know the disabled children are really enjoying themselves. That's why I'm getting more satisfaction from my volunteer work.

短短年多時間，已為智樂服務超過7次，發現小朋友就算沒有禮物，也一樣玩得開心，而面對殘疾的小朋友，也可憑微細表情與眼神而知他們樂在其中，自己當然愈做愈開心！



## Tony Mok Chun Hung 莫俊雄

After taking part in Playright's volunteer services, I have come to understand how simple play can bring much happiness to the children and I have even grasped the leading skills in games. After that, I also invited my hearing-impaired mother to be a volunteer with me. At first I was concerned about communication problems, but later I found my mother was having much fun with the children in the "cat & mouse" game!

## Siu Ho 邵好

I was feeling uneasy at first but then I was doing much better thanks to my son's tips. Later when I was playing the "cat & mouse" game, I saw the children running around and I was reminded of my happy childhood. I do hope to put on Playright's volunteer uniform again!

參加智樂的義工服務後，令我明白簡單的遊戲已為小朋友帶來很多歡樂，更學懂了帶領遊戲的技巧，之後，我還邀請聽障的媽媽一同做義工，起初還擔心出現溝通問題，但後來發現媽媽在貓捉老鼠遊戲中，與小朋友一起玩得很開心！

最初真的不習慣，得兒子提點後就好多了；之後玩貓捉老鼠時，看見小朋友穿穿插插，令我想起自己童年時的歡樂時光，真希望可以再次穿上智樂的義工制服！



**Service Statistics**  
服務數字摘要

## Service Statistics 服務數字摘要

Toy Library in  
Hong Kong Central Library  
香港中央圖書館  
玩具圖書館  
Number of beneficiaries  
受惠人次  
90,925

PlayScope  
遊戲萬象館  
Number of beneficiaries  
受惠人次  
30,210

No. of Play  
settings designed/  
renovated in  
schools and  
organizations  
遊戲空間  
設計及改善  
11

Playwork training  
遊戲培訓  
Number of beneficiaries  
受惠人次  
14,732

Playground equipments  
checked for the Hong Kong  
Housing Authority and private clients  
為房屋委員會及私人機構  
進行遊樂設施安全檢查  
Number of items  
組件  
750

PlayMobile  
智樂遊樂車  
Number of beneficiaries  
受惠人次  
37,470

Hospital play services  
醫院遊戲服務  
Number of beneficiaries  
受惠人次  
26,980



Financial Highlights  
財務概覽

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

Income  
收入

43%

27%

18%

9%

3%

Expenditure  
支出

66%

16%

7%

5%

5%

1%

- Advocacy  
Public relations and communication  
Research and knowledge management  
倡導  
公共關係及傳訊 研究及知識管理

- Play resources  
Playwork training & education  
資源  
遊戲培訓及教育

- Play outreach  
Hospital play services  
Play development projects  
外展  
醫院遊戲服務 遊戲發展項目

- Play environments  
Play environments and safety  
環境  
遊樂環境及安全

- Administration  
行政

- Other expenses  
其他支出

# Statement of income and expenditure 收入及支出一覽

For the year ended 31 March 2010  
截至2010年3月31日止年度

Income 收入	HK\$ 港幣
The Community Chest 香港公益金	2,254,618
Designated donations 特定捐款	3,308,744
Consultancy, workshops and training fee income 顧問、工作坊及培訓收入	5,218,464
The Hong Kong Jockey Club Charities Trust 香港賽馬會慈善信託基金	1,141,545
Membership and others 會員收費及其他收入	329,373
<b>Total income 總收入</b>	<b>12,252,744</b>
Expenditure 支出	HK\$ 港幣
Advocacy 倡導	
Public relations and communication 公共關係及傳訊	534,737
Research and knowledge management 研究及知識管理	72,376
	607,113
Play Resources 資源	
Playwork training & education 遊戲培訓及教育	1,898,520
Play Outreach 外展	
Hospital play service 醫院遊戲服務	2,358,041
Play development projects 遊戲發展項目	5,648,629
	8,006,670
Play Environments 環境	
Play environments and safety 遊樂環境及安全	788,964
	11,301,267
Administration 行政	491,197
Other expenses 其他支出	189,364
<b>Total expenditure 總支出</b>	<b>11,981,828</b>
<b>Surplus 盈餘</b>	<b>270,916</b>

# Statement of financial position 財務狀況報表

As at 31 March 2010  
於2010年3月31日

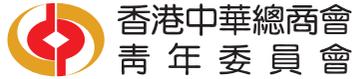
Assets 資產	HK\$ 港幣
Non-current assets 非流動資產	
Plant and equipment 設備及器材	15,937
	15,937
Current assets 流動資產	
Accounts receivable 應收款項	903,188
Prepayment and deposit 預付款項及按金	516,989
Bank balance and cash on hand 銀行存款及現金	1,088,067
	2,508,244
<b>Total assets 總資產額</b>	<b>2,524,181</b>
Funds employed 資金來源	
General reserve 營運儲備	589,157
Charitable reserve 慈善儲備	558,514
Designated fund reserve 特定項目儲備	62,220
Capital expenditure fund reserve 資本開支儲備	12,751
	1,222,642
<b>Total fund 資金總額</b>	<b>1,222,642</b>
Current liabilities 流動負債	
Creditors and accruals 應付款項及應計費用	573,497
Receipts in advance 預收收入	417,001
	990,498
Non-current liability 非流動負債	
Provision for long service payments 長期服務金撥備	311,041
<b>Total funds and liabilities 總資金及負債額</b>	<b>2,524,181</b>



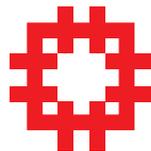
**Our Supporters**  
我們的支持者

Playright would like to record its special gratitude to the following organisations and individuals.  
智樂謹向以下各支持機構及個別人士以衷心謝意

\*All the lists are in alphabetical order \*名單以英文字母排序



Audit  
Tax  
Consulting



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



**Other Donors**  
其他支持或捐獻單位

1st Island Girl Guide Association  
Baker Tilly Hong Kong  
Flea & Cents furniture company  
Gloss Mind Sports International Ltd  
HCS Foundation  
Hong Kong Exchange and Clearing Limited  
Internet Registration Corporation Limited, Hong Kong  
Itsmagical Hong Kong Ltd  
Play Concept Ltd  
Rightmind International Nursery Kindergarten  
Toptech Co. Limited  
Winnington Capital Limited (HK Office)  
Witness Productions

**Individual donations of HK\$1,000 or above for general purposes**  
一般捐款達港幣1,000或以上之善長

Chan Lung Wah  
Michael Chan  
Michelle Anne Garnaut  
Amy Ho  
Ho Wan Kwong  
Ip Miu Ngan  
Lam Fong Wing  
Lee Cheung Mei  
Karen Leung  
Leung Kun Hang  
Claudia Lo  
Anne Marden  
Mo Chi Shing  
Gigi Pang  
Poon Ching Wai  
Raymond Tsang  
Ernst G. Wex  
Wong Shuk Man

# Organization Chart 架構圖表



# Advisors, Committees and Management Team

## 顧問、委員會及管理團隊

### Patron

#### 贊助人

Dr Rosanna Wong Yick-ming,  
DBE, JP  
王葛鳴博士

### Honorary president

#### 名譽會長

Anne Marden, BBS, JP  
馬登夫人

### Honorary legal advisor

#### 名譽法律顧問

William Ahern  
Amy Liu (till Dec 2009)  
廖譚婉琮 (2009年12月止)

### Honorary advisor

#### 名譽顧問

Teresa Au  
區佩兒  
Denny Chan  
陳用樑  
Jane Lau  
劉雲燕

### Auditor

#### 核數師

ShineWing (HK) CPA Ltd  
信永中和(香港)會計師事務所  
有限公司

### Executive Committee

#### 執行委員會

Dr CB Chow, BBS, JP - Chairperson  
周鎮邦醫生 主席  
KF Ho - Vice Chairperson  
何錦輝 副主席

Hau Yee-mann - Honorary Treasurer  
侯綺雯 名譽司庫

Yvonne Becher - Member  
Yvonne Becher 委員

Brian Blomfield - Member  
卜隆惠 委員

Joseph Kwan, MH - Member  
關國樂 委員

KT Lai - Member  
黎鑑棠 委員

Karen Lee - Member (till Dec 2009)  
李嘉倫 委員 (2009年12月止)

Sabrina Lee - Member  
蔡李珈睿 委員

Sheila Mair - Member  
梅絲麗 委員

Mai Sjaauw - Member (till Dec 2009)  
蕭玉梅 委員 (2009年12月止)

Amy Tso - Member  
曹莉莉 委員

Grace Wong - Member (till Dec 2009)  
黃婉慧 委員 (2009年12月止)

Nora Yau, MH, JP - Member  
邱可珍 委員

Kathy Wong - Ex-officio  
王見好 當然委員

### HSBC Playright PlayScope

#### – Honorary advisors

#### 滙豐智樂遊戲萬象館-名譽顧問

Teresa Au  
區佩兒

Bernard Chamwut Chan, GBS, JP  
陳智思

Gary TB Kwok  
郭德標

Dr Lam Mei Yung, Haze  
藍美蓉博士

Professor PC Wong  
黃寶財教授

Dr Rosanna Wong Yick-ming,  
DBE, JP  
王葛鳴博士

Professor Thomas KS Wong,  
RN, PhD, JP  
汪國成教授

Stanley Suen  
孫玉堂

Sun Wai-ling, Lydia  
孫慧玲

Yim Ng Seen-ha, Irene  
嚴吳嬋霞

### Play Environment Subcommittee

#### 遊樂環境及設施小組委員會

Sheila Mair - Chairperson  
梅絲麗 主席

Joseph Kwan, MH - Member  
關國樂 委員

Sabrina Lee - Member  
蔡李珈睿 委員

Chris Yuen - Ex-officio  
袁漢昌 當然委員

Kathy Wong - Ex-officio  
王見好 當然委員

### Play in Hospital Subcommittee

#### 醫院遊戲小組委員會

Yvonne Becher - Chairperson  
Yvonne Becher 主席

Pamela Chan - Member  
陳貴芳 委員

Dr CB Chow, BBS, JP - Member  
周鎮邦醫生 委員

Grace Chung - Member  
鍾曼霞 委員

KF Ho - Member  
何錦輝 委員

Joanna Hotung - Member  
何苗春暉 委員

Dr William Li - Member  
李浩祥博士 委員

Anne Marden, BBS, JP - Member  
馬登夫人 委員

Sandie Wong - Member  
Sandie Wong 委員

Blondi Kwok - Ex-officio  
郭明秋 當然委員

Anton Wan - Ex-officio  
溫南聲 當然委員

Kathy Wong - Ex-officio  
王見好 當然委員

### Human Resources Subcommittee

#### 人力資源小組委員會

KT Lai - Chairperson  
黎鑑棠 主席

Hau Yee-mann - Member  
侯綺雯 委員

Nora Yau, MH, JP - Member  
邱可珍 委員

Elisa Lee - Ex-officio  
李文端 當然委員

Anton Wan - Ex-officio  
溫南聲 當然委員

Kathy Wong - Ex-officio  
王見好 當然委員

### Fundraising Subcommittee

#### 籌款小組委員會

Sabrina Lee - Chairperson  
蔡李珈睿 主席

Joanna Hotung - Vice Chairperson  
何苗春暉 副主席

Michelle Liu - Vice Chairperson  
劉雪文 副主席

Yvonne Chan - Member  
陳梁依韻 委員

KF Ho - Member  
何錦輝 委員

Davies Kwan - Member  
關杏梅 委員

Gigi Pang - Member  
彭芷君 委員

Amy Tso - Member  
曹莉莉 委員

Bally Wong - Member  
黃林趣玲 委員

Aby Chau - Ex-officio  
周寶頤 當然委員

Kathy Wong - Ex-officio  
王見好 當然委員

### Management team

#### 管理團隊

Kathy Wong - Executive Director  
王見好 總幹事

Anton Wan - Assistant Director  
溫南聲 助理總幹事

Aby Chau - Manager (Corporate  
Communications & Play Training)

周寶頤 經理  
(企業傳訊及遊戲培訓)

Blondi Kwok - Manager  
(Community & Hospital)

郭明秋 經理 (社區及醫院)

Potato Yu - Manager  
(Outreach & Resources)

余啟賢 經理 (外展及資源)

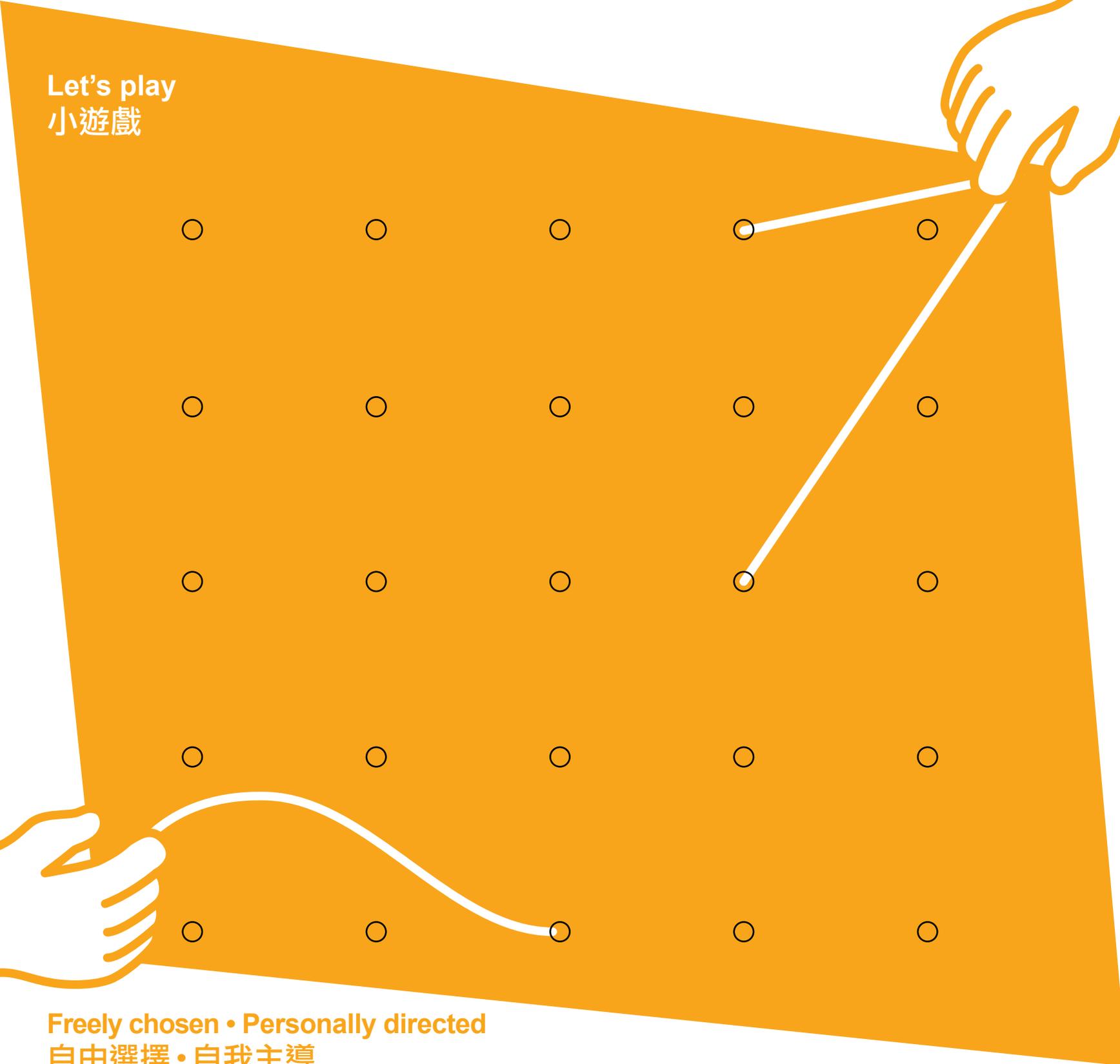
Monica So - Manager  
(Accounting Manager)

蘇嘉琪 會計經理

Elisa Lee - Assistant Manager  
(HR & Special Projects)

李文端 助理經理  
(人力資源及特別項目)

Let's play  
小遊戲



Freely chosen • Personally directed  
自由選擇 • 自我主導

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

18 A, Block F, 3 Lok Man Road, Chai Wan  
香港柴灣樂民道3號F座18樓A室

T + 852 2898 2922 F + 852 2898 4539 info@playright.org.hk

www.playright.org.hk www.playscope.org.hk



Paper sponsor:



This annual report is printed on  
COCOON Offset 100% Recycled White 200gsm (cover)  
and COCOON Offset 100% Recycled White 140gsm (text).



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