



About Playright 關於智樂

Playright Children's Play Association (Playright), established in Hong Kong in 1987, is a charity 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 Environments – we are helping to unlock the full potential of children in Hong Kong and elsewhere in Asia.

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。





Our Values 我們的價值觀



Empowering
賦予權利



Passionate
充滿熱情



Professional
專門專業

Our Vision 我們的理念

To enrich the life of every child through quality play

透過遊戲讓兒童擁有豐盛生命

What We Believe? 我們的信念

Playright is the voice of children concerning their right to play. We believe that play unlocks the full potential of our children and is a vital part of childhood that will enrich the future for them

智樂代表著兒童遊戲權利的聲音。我們相信，遊戲可釋放兒童的潛能，更是童年的重要組成部份，有助發展兒童的豐盛明天。

Our Work 我們的工作



Advocacy

We raise public concern about play and heighten recognition of its special values

倡導

我們引起公眾對遊戲的關注，並提升各界對遊戲獨特價值的認同

• Speaking up for children

Making their voice heard in the media and key social policies

• Exchange play knowledge

Organizing conference, symposia and seminars involving local and overseas experts

• Development and research

Conducting surveys and studies in various issues concerning child's play

• Policy and practice

Leading changes in local professional practice and policy on children's play through developing guidelines, standards and publications

• 代兒童發聲

在媒體及重要社會政策上，反映兒童的心聲。

• 交流遊戲知識

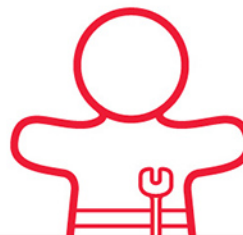
組織本地及海外專家主講會議、座談會及研討會。

• 發展與研究工作

開展與兒童遊戲相關的各種問題的調查及研究工作。

• 政策與實踐

通過制定與兒童遊戲相關的指導方針、標準及出版有關刊物，引導本地專業實踐的提升及政府政策的修訂



Play Resources

We provide the tools, training and ideas that can make play an integral part of life everywhere and at any time

資源

我們提供工具、培訓及構思，令遊戲隨時隨地成為生活中不可或缺的組成部分

• Play training

Providing professionally led workshops and courses for practitioners and the public

• HSBC Playright PlayScope

Providing quality play space and resources, including toys, reference books and playgroups, to enrich play ideas and skills among parents

• Management and Operational Services for the Toy Library in the Central Library

Providing professional services to the government with our rich experience in developing quality toy library provision for the general public

• 遊戲培訓

為業內人士及公眾提供專業的工作坊及培訓課程。

• 滙豐智樂遊戲萬象館

提供優質的遊樂空間及資源，包括玩具、參考書籍及遊戲小組，豐富家長的遊戲構思及技巧。

• 中央圖書館玩具圖書館的管理與營運服務

通過為公眾發展玩具圖書館的豐富運作經驗，向政府提供專業服務。



Play Outreach

We create play opportunities in many different settings, including schools, families, hospitals and communities

外展

我們在不同的環境創造遊戲機會，包括學校、家庭、醫院及社區

- **Hospital Play Service**

Providing children in hospitals with enjoyable play experiences and therapeutic play to help them cope better with fear and illness and recover more readily

- **Playright Playmobile**

Penetrating every community and turning vacant spaces into playgrounds that offer community people new experiences in play

- **Play Project Development**

Developing new projects to promptly respond to play needs of children challenged by poverty, lack of resources or other hardships

- **醫院遊戲服務**

為住院病童提供愉快的遊戲體驗及治療性遊戲，協助病童以更佳的狀態舒緩恐懼與戰勝疾病，加快康復進度。

- **智樂遊樂車**

滲入每個社區，將空盪盪的環境變成遊樂場，為社區人士帶來遊戲新體驗。

- **遊戲項目開發**

開發嶄新項目以迅速回應貧困、資源缺乏或面對其他艱難境況的兒童的遊戲需要。



Play Environments

We advocate the value of play environments by totally supporting the play facilities providers and professionals to deliver fun and safe play environments for all children and their families

環境

協助遊樂場地管理單位及專業人士建設既安全又好玩的兒童遊樂場或兒童遊戲室，藉此推動社會大眾認同優質兒童遊樂環境的價值

- **Play Space Design Review and Safety Assessment**

Evaluating and analyzing the existing and new play spaces design in order to support our service clients to deliver fun and high play value spaces that safe play activities can be taken

- **Playground/ Playroom Safety Inspection**

Conducting on site safety audit and inspection to the play equipment with sophisticated recommendations to help enhance the safety levels of your existing play environments and building up responsible public image

- **遊樂空間設計檢閱及安全評估**

透過評估及分析工作，為服務對象提供重要的兒童環境設計及安全點子，以實現既好玩，重視安全並且適合各種兒童遊戲的理想地方

- **遊樂場/遊戲室安全檢查**

為遊戲設施進行實地檢查及審核工作，以識別危害兒童的遊戲裝置並提供改善方法和建議。目標是協助服務對象提昇整體遊樂環境安全情況及建立負責任的公眾形象

Contents 目錄



Message from the Honorary President 名譽會長的話	p01-02
Message from the Chairperson 主席的話	p03-04
Executive Director's Report 總幹事報告	p05-06
PLAY FOR ALL – Childhood and Play Belong to Every Child 童年・遊戲 應屬於每一位兒童	
Children in Hospital 醫院的病童	p07-08
Children with Physical and Mental Disability 身心殘障的孩子	p09-10
Children from Low Income Class 低收入家庭的兒童	p11-12
Children in Local Communities 社區的小朋友	p13-14
Urban Children Play with Nature 城市的小朋友 與大自然玩遊戲	p15-16
EMPOWERMENT – Professionals from Different Fields 賦予知識與經驗 – 不同界別的專才	
Foundation Certificate Course for Hospital Play Specialists 醫院遊戲師基礎證書課程	p17
Development of Playwork Course Ladder 遊戲工作課程階梯的發展	
Playground Safety Course Development 遊樂場安全課程的發展	p18
Mainland China Training Projects 內地的培訓項目	
CREATE CHILD-FRIENDLY ENVIRONMENT – Step Towards Child-Friendly City 創建與兒童友好的環境 – 邁向與兒童友好的城市	
Inclusive Playground in Public Parks 在公共公園創建共融遊樂場	p19
Education and Advocacy 教育與倡導	p20
Playable Rooftop Space in Yau Tong Shopping Centre 油塘商場的天台遊樂空間	p21
Engagement Exercise for the Public Space Design 參與公共空間的設計	p22
Moving Forward to a Child-friendly City 向著與兒童友好的城市邁進	
ACKNOWLEDGEMENT OF SUPPORTS 感謝支持	
Caring Company 商界展關懷	p23
Flag Day 賣旗日	p24
Success of ABC Pathways presents Walking on Air 2011 ABC Pathways 全力贊助 智樂快樂行2011	p25
Peegaboo Expo 百家寶的博覽會	p26
Our Supporters 我們的支持者	p27-28
VOICES OF VOLUNTEERS 義工的心聲	
VOICES OF VOLUNTEERS 義工的心聲	p29-30
SERVICE STATISTICS 服務數字摘要	
SERVICE STATISTICS 服務數字摘要	p31
FINANCIAL HIGHLIGHTS 財務概覽	
FINANCIAL HIGHLIGHTS 財務概覽	p32-33
ORGANIZATION CHART, COMMITTEES AND STAFF LIST 架構圖表、委員會及職員名單	
ORGANIZATION CHART, COMMITTEES AND STAFF LIST 架構圖表、委員會及職員名單	p34-36



Message from the Honorary President
名譽會長的話





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

Playright Children's Play Association has passed another active and productive year leading up to our 25th anniversary in 2012. Although we can look back on many achievements, particularly in advocacy and in promoting the idea that play has its own value, we still find that play is often regarded as just a pastime rather than a vital part of "growing up". So we continue to act as the voice of childhood – and our message continues to be that every child deserves a happy carefree childhood with varied opportunities for play and enjoyment; and this includes all children. It is not only the children with obvious special needs who benefit from play; children who seem to have every privilege may also miss having the freedom to experiment, to choose, to cooperate, to win or to lose. All these are the ways in which every child may reach maturity and Playright offers a wide and imaginative range of play opportunities to all. In all that we do or are planning to do, the voices of children are our guide. Play should be child lead and not just an activity for the purpose of learning initiated by an adult. Play is for fun and the child who is deprived of play will always be the poorer. Playright is an active member of the Alliance for Children's Commission which advocates for the appointment of a Children's Commissioner in Hong Kong - someone who would have the right and the duty to speak on behalf of children when policy decisions are being made. The lack of such a Commissioner is noted in many of the new plans for the advancement of Hong Kong when as a rule the word "child" is never mentioned.

So, as we enter our 25th year, Playright is still the main advocate for the right that every child has – the Right to Play - and we still keep to our original belief Play is FUN!



名譽會長的話
馬登夫人

智樂兒童遊樂協會又度過積極而富有成效的一年，為2012年的25周年紀念邁開闊步。雖然本會成立以來獲取了許多成果，特別在倡導和推動遊戲價值方面的工作，但人們仍然經常視遊戲為消遣而非「成長」的重要組成部分。因此我們將繼續為兒童發聲，繼續宣揚本會理念，即每一位兒童都應當擁有輕鬆愉快的童年，得以享受各種遊戲和樂趣。有特殊需要的兒童固然可以從遊戲中獲益，即使是表面上備受呵護的兒童，也可能失去嘗試、選擇、合作、成功或失敗的遊戲自由；而這些自由卻有利於每一位兒童的成長。因此智樂願意為所有兒童提供一系列富有想像力的遊戲機會，無論是開展現有活動還是制定未來計劃，我們都以兒童的聲音為指引。遊戲應該由兒童主導，而不應只是成人發起的學習活動。遊戲應以快樂為目的，被剝奪遊戲權利的兒童總是比較可憐。智樂是「爭取成立兒童事務委員會聯盟」的成員之一，積極在本港爭取兒童事務專員的任命，為與兒童有關的政策決定肩負起行使權利及承擔責任的角色。本港不少發展大計都沒有反映兒童的利益，「兒童」一詞總是完全被忽略，正是缺少兒童事務專員的弊病。

因此，在邁向25周年之際，智樂將一貫大力倡導每位兒童的遊戲權利，並始終堅持「遊戲為樂」的信念！



Message from the Chairperson
主席的話





**Message from the Chairperson
Dr. C B Chow, BBS, JP**

The year 2010/11 was another challenging year for Playright with all the achievements shared in this report for enriching children's quality of living in the perspective of advocacy and services.

One of the key social investments of the HKSAR government for Hong Kong's coming generations is the Centre of Excellence in Paediatrics (CEP). When I was going through the Centre's preparation process with my Playright team this year, I knew many policy makers still look upon play as services which can be delivered by any and is for passing time and distraction only. The greatest challenge we encountered during this year was to convince the policy makers and the hospital administration that play provision, both in facilities and service provisions, in the CEP is necessary for the benefits of children, their families and also the overall hospital in terms of better outcome, better quality, and faster recovery. We all envision the CEP as a healing environment in which children are enabled to make choices and participate in their health care.

Believing Playright to be the voice for children concerning their rights to play, the Executive Committee and the staff were highly dedicated this year in achieving this, and committed to a list of actions in one of the key organizational strategies laid down in the newly-developed 3-year Strategic Plan. I would like to express my gratitude to all members of the Executive Committee, its various subcommittees and special working groups, as well as the staff for all the fruitful outcomes achieved towards our vision in this year.



主席的話
周鎮邦醫生

2010/11年對智樂來說又是富有挑戰的一年，正如本年報所述，通過倡導與服務，我們在豐富兒童生活質素方面取得了豐碩成果。

香港特別行政區政府為香港下一代投資建設的重點社會項目之一，就是兒童專科卓越醫療中心(CEP)。去年與智樂團隊在推動的過程中，瞭解到很多決策者仍將遊戲視為任何人士都能提供的服務，兼且只是為了消磨時間及分散注意力的娛樂；因此，這年我們面臨的最大挑戰，就是說服決策者及醫院的管理階層在兒童專科卓越醫療中心提供遊戲，當中包括遊戲設施及服務，對於兒童及其家人以至於整套醫院體系的好處，都是必不可少的，不但可提供更好的效果、更優的質量，並且能加速病童的康復進度。我們視兒童專科卓越醫療中心為有利於兒童治療的環境，讓兒童更能自主決定兼可積極參與的醫療保健系統。

深信智樂是兒童心聲的代表，關注兒童的遊戲權利，因此其執行委員會及全體員工均齊心協力、全心全意實現目標，還致力於推行最新訂立的三年策略計劃中的一連串行動方案。在此我對執行委員會、各小組委員會、特別工作組的成員及所有員工，在本年度為獲取的豐碩成果而作出的努力，表示衷心感謝。



Executive Director's Report
總幹事報告





Executive Director's Report Kathy Wong

Greetings and welcome to this annual report, which is highlighting the various changes we have made in bringing valuable play experiences back to the life of children. When we were children, we played naturally, joyfully, and constantly, but there is a growing phenomenon of play deprivation. The loss of time and space for free, undirected play in children's life is one of the saddest facts of today's children. What is missing is PLAY.

To reclaim the essential PLAY life back to children, our entire organization has re-confirmed our vision and missions, and worked on our strategic focus for another three years during the year. We conceive a great passion for meeting the play needs of children, especially those hospitalized, underprivileged and with disability. We are worried to see the decreasing play ability of children and envisage the impact of play deprivation. We also dream of Play for ALL and a child-friendly city movement with closer partnership with parents, professionals and policy makers.

Playright is indeed grateful to have a team of passionate and capable staff. Their dedication to create new play ideas/ programmes and commitment to continuous improvement in existing play projects for children is admirable. You will get a taste of their "creation" through this annual report, but you have to become "Friends of Playright" to get an even better understanding of the many achievements they make on an ongoing basis. They are the real ambassadors of Playright!

Having a Clear Vision and the Right People for Playright are only part of the story; our members, volunteers, sponsors, corporate partners and supporters are equally essential. Their tangible and intangible support have helped to craft the picture of children's play life today. You may get to know them by reading this report. We look for their continuous support and certainly need to expand the support base too. Your help is needed.

Playright is a change agent for children's play and we hope that more and more people will join us and share the same dream. You were once a child. I hope that you will get in touch with your innate childhood, grasp the magic of play, recapture the playfulness, curiosity, energy and openness that we all had as small children.

My humble and sincere thanks to each of you!



總幹事報告 王見好女士

歡迎閱讀這份年度報告，當中將重點講述本會為兒童帶來寶貴的遊戲經驗而引發的多種轉變。小時候，我們經常遊戲，過程自然、輕鬆快樂；反觀今日，兒童被剝奪遊戲權利的現象卻日益嚴重。由於時間和空間的限制，兒童無法自由自在、毋須指導地遊戲，反映了新一代令人傷感的一面。缺少的正是「遊戲」。

為了幫助兒童重拾基本的「遊戲」生活，過去一年，智樂全體上下重新認定機構的願景和使命，並制定了未來三年的重點策略。我們滿腔熱誠，致力滿足兒童的遊戲需要，特別關注住院、貧困和殘障兒童。目睹兒童的遊戲能力日益下降，我們深感憂慮，並預見遊戲權利被剝奪所帶來的不良影響。我們為著「遊樂無界限」及與兒童友好的城市而創造夢想，積極與家長、專業人士和決策者緊密合作。

我們的工作團隊充滿熱情且精明能幹，智樂對此心存感激。他們投入創造嶄新遊戲點子/方案，並不斷提升現有的遊戲項目，其全心奉獻的精神令人欣賞。通過這份年度報告，正可窺探一眾員工的「創意」，而成立“Friends of Playright”，可進一步瞭解他們一直以來所取得的多項成果。智樂的員工就是真正的智樂大使！

明確的目標及優秀的員工，只是智樂的一部份；會員、義工、贊助商、企業夥伴及支持者的參與，也同樣重要。在各界有形和無形的支持下，我們得以勾勒出當今兒童遊戲生活的畫面。本報告將有助您認識各個熱心單位。我們一方面期待各方繼續支持，另一方面繼續擴大支持者的層面。您的幫助，正是我們需要的。

智樂是改變兒童遊戲現狀的媒介，希望愈來愈多人士加入我們的隊伍，一同實現夢想。各位也曾經是小孩，希望大家重拾童真、抓緊遊戲的魔力，並重新捕捉兒時那份樂趣、好奇、活潑和率真。

謹此向各位表示誠摯感謝！

PLAY FOR ALL



Childhood and Play Belong to Every Child
童年・遊戲 應屬於每一位兒童

Children in Hospital 醫院裏的病童



Ka Wing, a 14-year-old boy, suffering from a serious congenital heart disease, has difficulties with body movements and developmental disabilities. He has to stay in the Caritas Medical Centre (CMC) for long-term treatment and lies in bed most of the time. With the intervention of Playright's Hospital Play Specialist, we witnessed how play can make him laugh and make his eyes and facial expressions more vivid, which impressed all his family and medical staff of the power of play.

家穎是一位患有嚴重先天性心臟病的14歲男孩，無法正常活動，更有發展障礙，因此必須留在明愛醫院長期接受治療，當中，大部分時間均需要躺在牀上。透過智樂醫院遊戲師的介入，見證了遊戲如何令他開懷歡笑，更令他的眼神及面部表情加倍生動活潑。



Play in Pediatric Ward 兒科病房裡的遊戲

- With generous supports from The Community Chest of Hong Kong, Peter Chan Jee Yat Charitable Foundation and Apple Daily Charitable Foundation, our trained Hospital Play Specialists bring joy as well as playful and child-friendly environments to Princess Margaret Hospital (PMH) and Caritas Medical Centre respectively.
- "Love Ideas, Love HK" project funded by Li Ka Shing Foundation has enabled us to bring the play service to children suffering from renal diseases in PMH since March 2011, providing therapeutic play service, home visits and outings for the renal patients.
- 在香港公益金、陳梓濤慈善基金及蘋果日報慈善基金的大力支持下，專業的醫院遊戲師將遊戲的歡樂以及與兒童友好的環境，分別帶到了瑪嘉烈醫院及明愛醫院。
- 由李嘉誠基金會贊助的「Love Ideas, Love HK 集思公益計劃」項目幫助我們從2011年3月起，把遊戲服務帶給瑪嘉烈醫院的腎科病童，當中包括提供治療性遊戲服務、家訪及戶外活動。



Bringing new experience to the hospitalized children 為住院病童帶來新體驗

A series of "Therapeutic art and play group for adolescents" sessions was started in May for a group of adolescents suffering from anorexia nervosa in Princess Margaret Hospital where group members took up the chance to express their feelings through their art pieces.

Outings to Disneyland and to an environmental play day in Sai Kung Water Bay Park were arranged for long-term hospitalized child patients and their families, which has brought a lot of stimulation to them as it positively broke the monotony of their long stay in hospital.

從5月開始在瑪嘉烈醫院，為一群患上神經性厭食症的住院青少年提供一系列的「藝術・治・遊小組」活動。小組成員藉此機會以藝術作品表達感受。

為長期住院的病童及其家人分別組織了迪士尼樂園一日遊及於西貢清水灣郊野公園舉辦的大自然遊戲日戶外活動；活動為病童帶來了不少刺激，令長期住院的單調生活得到了正面的紓緩。



Hospital Play Youth Ambassadors 醫院遊戲青年大使

Ten Hospital Play Youth Ambassadors, who were former patients receiving Playright's hospital play service, formed into a group in February 2011 with the responsibilities to help promote the service, to help the public appreciate the importance of the service, and to call for play opportunities for all child patients.

In the coming year, with the support from Hopewell Holdings Ltd, this project will be further developed.

10位曾接受智樂醫院遊戲服務而康復的病童，於2011年2月正式成為醫院遊戲青年大使，肩負起推動醫院遊戲服務、幫助公眾認識其重要性，並為所有病童的遊戲機會作出有力呼籲的重大使命。

來年在合和實業有限公司的支持下，這項目將會進一步開展。

Children with Physical and Mental Disability

身心殘障的孩子



Regardless of skin color, income class or ability, every child should have the right to play. I feel so lucky that, although I was diagnosed with cerebral palsy, my limbs can move smoothly, thus I could enjoy play facilities in the public park when I was young. However, I found children in a wheelchair have no such opportunity as most of the public playground equipment is not suitable for them.

So Wa Wai

Representative from Hong Kong Paralympic Committee & Sports Association for the Physically Disabled and Ambassador for Playright Play For All Playday

不論膚色、貧富和能力，每位小朋友都有玩的權利；我很幸運，身體雖然痙攣，但四肢行動自如，所以一般遊樂設施都可以玩；但是，一些行動不便或需要坐輪椅的小朋友，就無法在一般遊樂場玩遊戲了！

蘇樺偉

香港殘疾人奧委會暨傷殘人士體育協會代表兼智樂Play For All遊戲日大使



Equal opportunities for children with different disabilities to quality play spaces 為不同殘障的兒童提供優質遊樂空間的平等機會

- Besides providing play opportunities for children with disabilities, developing quality and creative play spaces in the schools for children with disabilities was also one of the core achievements this year. Our partners included SAHK Jockey Club Elaine Field School, and Hong Chi Morninglight School Tuen Mun.
- With the support from Dr. Lam Wai Fan Fanny, Specialist in Paediatrics, Playright was invited to give professional advice on the design and set up of the children's playroom in the Hong Kong Developmental Paediatrics Centre. It demonstrated how play opportunities for children with disabilities can be provided in clinic environments.
- 除了向殘障兒童提供遊戲機會外，在學校發展優質及富有創意的遊樂空間也是本年度主要成果之一。我們的合作夥伴包括香港耀能協會賽馬會田綺玲學校及匡智屯門晨曦學校。
- 在兒科專家林蕙芬醫生的支持下，智樂獲香港兒童專科發展中心的邀請，就其兒童遊戲室的設計及建設提供專業建議，說明在診所環境內也可為殘障兒童提供遊戲機會。



Advocating play for all abilities 倡導為所有兒童提供遊戲機會

- With the support of ShineWing (HK) CPA Ltd, we were able to reach out to the community promoting equal play opportunities for all children regardless of their abilities, through the "Play for All Playday" at Quarry Bay Park where around 600 children and caretakers from special needs schools and centres participated. Honorary guests, Mr. Paul Cheung, the former Assistant Director of LCSD and Mr. So Wah Wai, the 100m winner of the 2008 Beijing Paralympics Games, showed their much appreciated support.
- An inclusive play zone was set up in the 3-day public event in Victoria Park organized by Rehabilitation Power to promote the value of Play for All.
- With the support from the Marden Foundation, Playright was invited by the conference organizer of the 12th International Conference on Mobility and Transport for Elderly and Disabled person (TRANSED 2010) to set up an accessible play area, namely Playground for ALL in the exhibition area. During the conference, the participants, including policy makers as well as children with disabilities were invited to this tailor-made playground, experiencing the beauty of playing together as children and adults, with or without disabilities in a community context.
- 在信永中和(香港)會計師事務所有限公司的支持下，我們得以在鯉魚涌公園舉辦了「Play for All遊戲日」，成功進入社區，大力倡導不論能力，所有兒童均享有平等遊戲機會的概念。活動當日吸引了約600名來自特殊學校及中心的兒童及其照顧者參加，更獲康樂及文化事務署前助理署長張國基先生及2008北京殘奧運動會100米冠軍蘇樺偉先生擔任主禮嘉賓。
- 在香港復康力量於維多利亞公園舉辦的三天公眾活動中，建立了一個共融遊樂場，以倡導遊戲本屬於每一位兒童的價值。
- 在馬登基金的支持下，智樂接受了第12屆長者和殘疾人士交通及運輸服務國際會議的邀請，在展區內建立了一個「無界限遊樂花園」。會議期間的與會者，包括決策者及殘疾兒童，均獲邀參觀此度身設計的遊樂場，體驗在社區環境下，不論殘疾與否，孩子與成人一起遊樂的美麗一面。



Children from Low Income Class

低收入家庭的兒童



I hope that every year we have such wonderful training. It helps our teachers and parents to know more about play and helps us to create more play opportunity for children. We are looking forward to extending such training service to rural areas or remote villages.

Teacher who participated in our training service in China.

希望每年都能有這樣的培訓，幫助教師和家長了解和學習，為孩子帶來更多適合的遊戲，更期待可將服務擴展至更多農村及偏遠山區。

參與培訓的國內幼稚園教師



Bring play to poverty stricken children in Mainland China 為內地貧困兒童提供遊戲服務

Through the long-term partnership with World Vision to advocate play in Mainland China, our playwork trainer delivered the training course to the school teachers from both ordinary schools and schools for children with disabilities in Xian An with training sessions and play programmes for children.

與世界宣明會長期合作，在內地推動遊戲；遊戲工作培訓師於西安向一般及殘障學校的老師提供培訓，包括培訓課程及兒童遊戲計劃。



Bring play to underprivileged children 為貧困兒童提供遊戲

- With the support of the Hong Kong Jockey Club Charities Trust, innovative play tour programmes were organized in the HSBC Playright PlayScope for groups of low-income families invited by different local organizations.
- Playright's playmobile could bring happiness and joy to children in schools by turning their ordinary grounds into risk-taking and stimulating playgrounds. Thanks to the kind sponsorship from Hilltop Country Club and Rotary Club of Hong Kong Island East, we created play opportunities for schools which mainly serve low-income families.
- 在香港賽馬會慈善信託基金的贊助下，於滙豐智樂遊戲萬象館向來自不同地方組織的低收入家庭，提供創意遊樂園服務。
- 智樂遊樂車將校園的操場變成富於冒險及刺激的遊樂場，為兒童帶來快樂與歡欣，非常感謝顯達鄉村俱樂部及香港東區扶輪社的熱心贊助，讓我們得以為服務低收入家庭的學校提供遊戲機會。



"Play builds families" in Tin Shui Wai 天水圍裏的「親親遊戲家」項目

Children and families in Tin Shui Wai have been offered play opportunities through various school-based projects and community programmes since 2001. In the upcoming year, with the support from Partnership Fund for the Disadvantaged, a new project named "Play Builds Family" will serve families with children residing in Tin Shui Wai with programmes including parent education, promoting the value of PLAY in parenting and also its essence to child development, as well as its contributions to family harmony.

自2001年起，通過不同學校項目及社區計劃，為天水圍的兒童及家庭提供遊戲機會。來年在攜手扶弱基金的支持下，一項名為「親親遊戲家」的新項目即將開展，為天水圍的家庭提供包括各種家庭教育服務，務求在家長層面推動遊戲的價值、對兒童成長的重要性及對家庭和睦所作出的貢獻。



Children in Local Communities

社區的小朋友



Messy play brings unique experiences for children. It is different from classroom teaching; children can play freely with bubbles and shaving cream, no rules, just free play. It made me reflect deeply about adults' thinking – adults always think about tidying up and cleaning; they do not focus on children's play.

Mr Jackyle Law, whose daughter participated in a PlayScope messy play group

污糟貓遊戲所帶來的體驗，並非一般講求規矩的課堂可以提供，小朋友可以隨意噴玩泡沫，沒有枷鎖，自由得很，對成人慣常考慮事後清理的思維方式，是一個突破，更是一次對看待小朋友遊戲的深刻反思！

羅偉業 其女兒曾參與萬象館的污糟貓遊戲



PlayScope – serving communities

滙豐智樂遊戲萬象館 – 服務社區

- ♦ The opening of the HSBC Playright PlayScope in 2009 has clearly shown our strategy of serving families in local communities. Its slogan "Seeing play from every angle" means PlayScope allows children to have a comprehensive play experience. With the financial support from the Hong Kong Jockey Club Charities Trust to PlayScope this year, parents and children could experience the value of play here through the rich provision of quality toys, references, innovative play tours, play groups as well as the unique PlayCircle with interesting themes being changed at regular intervals throughout the year.
- ♦ In Tai Po district, we were strongly impressed by the magic of play this year in building relationships between the elderly and children, across families and between parent and child through the project sponsored by the Community Investment and Inclusion Fund enabling the idea that play can be passed on from one generation to another.
- ♦ 滙豐智樂遊戲萬象館於2009年正式開幕，明確展現了我們服務社區的策略，其口號「360度遊戲新角度」寓意萬象館讓兒童全面體驗遊戲。在香港賽馬會慈善信託基金的資助下，我們在本年度提供豐富多姿的優質玩具、參考資料、創意遊樂團、遊戲小組及整年定期轉換主題的遊戲穿梭城，讓家長及兒童親身體驗遊戲的價值。
- ♦ 在社區投資共享基金的資助下，本年度於大埔區開展了推廣遊戲代代承傳的項目，讓長者、兒童、父母和子女等家庭成員建立關係，見證了遊戲的強大魔力。



Play together, and let's share 一起遊戲 共同分享

In order to enrich the play resources for parents, with sponsorship from the Li Ka Shing Foundation "Love Ideas, Love HK", the project "Play together, and let's share" has been successfully completed by sharing 60 family play ideas via video clips on facebook and youtube, and a printed booklet for parents to learn how to play. A community playday will also be held in April 2011 for showing the community how these parents' play ideas work.

為了豐富家長的遊戲資源，在李嘉誠基金會「Love Ideas, Love HK集思公益計劃」的資助下，我們成功完成了「家家Play, 齊齊Share」項目，透過facebook及youtube的視頻短片分享60多個家庭遊戲小點子，更向家長分發遊戲精華結集，鼓勵一同學習遊戲。2011年4月將舉辦社區遊戲日，展示由家庭單位構思出來的遊戲方法。



Play and physical wellness of children 遊戲與兒童的體能健康

It is a well-known fact that play is an integral part of all-round development for all children, so play assumes a very crucial role in children's physical development. In this year, playdays promoting physical play were organized for LCSD in Tuen Mun and Tsuen Wan districts. We also assessed the needs of the children in another two districts - Shamshuipo and Kwun Tong - in view of bringing physical development for children through play. The project was supported by the Health Care and Promotion Fund, Food and Health Bureau.

眾所周知遊戲是所有兒童全面發展不可或缺的組成部分，所以，遊戲在兒童的體能發展上起著非常關鍵的作用。本年度，我們為屯門及荃灣區的康文署舉辦了推廣體能遊戲的遊戲日。另外還對兩個地區—深水埗區及觀塘區兒童的需求進行評估，以了解如何通過遊戲促進兒童的體能發展。項目已獲食物及衛生局健康護理及促進基金的支持。

Urban Children Play with Nature

城市的小朋友 與大自然玩遊戲



Through this family trip, I not only played freely in nature but also enjoyed a wonderful day with my family members, I just want to say 'I love nature and playing in nature!'

Kuan Wai a young participant at the environmental play family trip

在活動中，我不但與家人玩個痛快，享受天倫之樂，還能從遊戲中享受到大自然的樂趣，有人說：「取之自然，用之自然」，我卻說「我愛身處自然，玩於自然。」

陳君慧 大自然遊戲的參加者



Appreciate the beauty of natural environments through play 通過遊戲 欣賞大自然之美

Get away from the electronic world and encourage our young generation to play in natural environments. This was the second year promoting this idea through the project sponsored by Melco International Development Limited through The Community Chest of Hong Kong. Several district environmental playdays were held in Noah's Ark, Oi Man Estate and Lai Chi Kok Park, and finally in Ma On Shan Park in March 2011 with 2,500 parents and children playing at more than 25 booths. Playing on the grass slopes in the park, with the water and sand, and amongst the trees in the countryside reminded every one of us that we are a vital part of this nature.

遠離電子世界並鼓勵下一代在自然環境中遊戲，是大自然遊戲項目的推廣理念。在新濠國際發展有限公司通過香港公益金撥款資助下，項目已踏入第二年，社區大自然遊戲日相繼於挪亞方舟、愛民邨及荔枝角公園舉行，更於2011年3月在馬鞍山公園上演了壓軸的遊戲日，吸引了2,500位兒童及家長在超過25個遊戲區中遊戲玩樂。在公園的草坡上跑跑跳跳、潑潑水、玩玩沙、在郊外的綠樹中投入遊戲，提醒我們，人是大自然不可或缺的重要組成部分。



Know more about environmental play 進一步認識大自然遊戲

With the objective to empower more adults to deliver environmental play for children, our playwork trainer passed on many skills and concepts of Environmental Play through courses and workshops. These attracted adults from many different professions and fields and the feedback was very encouraging. We also published a Environmental Hand Book and distributed it to related professionals to share practical ideas about this concept.

為了培訓更多成人為兒童提供更多大自然遊戲的機會，我們的遊戲工作培訓師通過舉辦培訓課程及工作坊，傳授不少大自然遊戲的技巧及概念。課程吸引了來自不同行業及領域的人士，學員的反應迴響振奮人心。我們更出版大自然遊戲應用手冊，與相關的專業人士分享項目概念的實際執行方法。

Let's enjoy environmental play!
讓我們一起玩大自然遊戲!



EMPOWERMENT – Professionals from Different Fields
賦予知識與經驗 – 不同界別的專才





"Discussions, assignments, and placement made me understand that being a Hospital Play Specialist is not only "Play"" said a student of the HPS course.

「討論、習作及實習安排，讓我明白作為一名醫院遊戲師並不只是『遊戲』而已。」醫院遊戲培訓課程的學員感想。



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

- Through our long-term partnership with HKU SPACE, we will organize the third Foundation Certificate Course for Hospital Play Specialists in October 2011. We found an increasing demand for this course and many participants apply hospital play skill in their respective work settings.
- We have partnered with other institutes this year to train paediatric nurses and nurse students of the Hospital Authority Institute of Advanced Nursing Studies, CUHK and from Princess Margaret Hospital respectively.
- 與香港大學專業進修學院長期的合作關係下，我們將於2011年10月舉辦第三屆醫院遊戲師基礎證書課程。我們發現公眾對此課程的需求日益增長，不少學員更將醫院遊戲的技巧應用於工作的範疇中。
- 本年度我們擴展合作伙伴，分別向香港醫院管理局護理深造學院及瑪嘉烈醫院的兒科護士及護理學生提供培訓項目。

Development of Playwork Course Ladder 遊戲工作課程的階梯發展

- Thanks to our partnership with Common Threads of UK, the Playwork Certificate Course is now in its fourth year of development in Hong Kong and well received by related professional fields. This achievement has successfully paved our way ahead to explore the development of a diploma course in 2011/12.
- Playright also partnered with the HKCSS Institute and Institute of Advanced Training to share the value of playwork in local communities this year.
- 我們與英國權威遊戲專業培訓機構Common Threads聯手於本港合辦的遊戲工作證書課程已踏入第四年，廣受相關專業人士的歡迎，此成就有助我們將於2011/12年發展的文憑課程。
- 本年度智樂與香港社會服務聯會學院及香港專上教育學院合作，分享遊戲工作在社區的價值。



Playground Safety Course Development 遊樂場安全課程的發展

- To advocate the importance of high play value and of safety compliance for quality playgrounds in Hong Kong, training to the field practitioners is very important. The first induction course of play safety followed by The 2nd Certified Playground Safety Inspector Course (USA) was held in October 2010.
- The Hong Kong Productivity Council invited us to share with 36 government officials from Jiangsu Province, China, about the background of children's playground safety standards and practice of safety inspection implemented in Hong Kong.
- 為了於本港的遊樂場推廣高遊戲價值設施及符合安全指引的重要性，對業內人士進行培訓是非常重要的。2010年10月我們首次引入遊戲安全課程，接著又舉辦第二屆遊樂場安全檢查課程(美國)。
- 獲香港生產力促進局的邀請，我們與來自中國江蘇省的36名政府官員分享了在香港實施兒童遊樂場安全標準的背景及安全檢查的實務事宜。



Mainland China Training Projects 內地的培訓項目

- This year we achieved significant results in empowering local professionals in Xian An, Hefei and Haimen by transmitting the values of children's play and playwork.
- With the support of The Chen Yat-sen Family Foundation, the play project developed rapidly in Hefei Province. An advanced playwork training workshop attracted 20 school heads from other provinces as observers. For the playday on 1 June (Children's Day), a primary school adopted the concept of child participation, involved children in the playday planning process and invited its senior students to be play facilitators.
- In Haimen, training to teachers from the Haimen Children Palace Kindergarten took place and a playday for children was implemented as a showcase, demonstrating the training outcomes. The commissioner and his team from the Education Bureau of the province also visited the events and exchanged ideas how play can be implemented in school life in a sustainable way.
- 本年度，我們向西安、合肥及海門的業內人士，分享了遊戲及遊戲工作的價值，顯著的成果令人欣喜。
- 在陳一心家族基金會的支持下，安徽省合肥市的遊戲項目得以迅速發展；深層次遊戲工作坊吸引了20位來自其他省份的校長前來旁聽。6月1日的遊戲日(兒童節)，一所小學採用了兒童參與的概念，讓學生參與遊戲日的計劃並邀請高年級同學擔當遊戲促進員。
- 在海門，我們為海門少年宮及幼兒園的老師提供培訓，並舉辦兒童遊戲日活動作為示範，以證培訓成果。江蘇省教育局的專員及其團隊也參觀了活動，並就如何在校園持續發展遊戲活動交換了意見。

CREATE CHILD-FRIENDLY ENVIRONMENT – Step Towards Child-Friendly City
創建與兒童友好的環境 – 邁向與兒童友好的城市





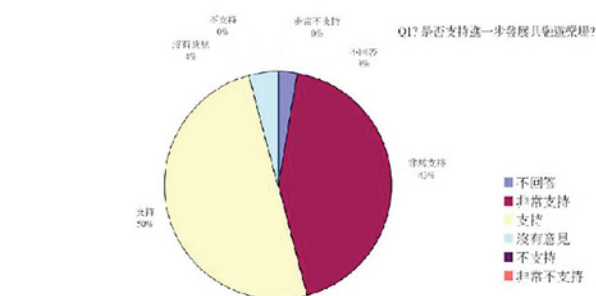
Inclusive Playground in Public Parks 在公共公園創建共融遊樂場

During the year, Playright was keen to take every opportunity to advocate the concept of inclusive play and inclusive playgrounds. We all know that the Hong Kong government has recently spent to provide inclusive play equipment in Quarry Bay Park as well as other major district parks. Other than the on-site review of the newly installed inclusive play equipment in Quarry Bay park which has been arranged in April with LCSD Engineers, Clerk of Works, Public Relations Officers and Playground Manager, Playright was also kindly invited this year to give comments to the Leisure and Cultural Services Department on the provision of inclusive children playground equipment at Kowloon Park, Tin Shui Wai Park, Tai Po Waterfront Park, and Yan Oi Street Playground in San Po Kong. This invitation once again confirmed our independent professional role as an advocate in Hong Kong promoting this concept.

在本年度，智樂積極把握機會，推廣共融遊戲及共融遊樂場的概念。眾所周知香港政府近年大力投放資源，在鯉魚涌公園及各區主要的公園提供共融遊樂設施。智樂除了於4月份與康文署的工程師、工程監督、公共關係專員及遊樂場經理，一起現場檢查鯉魚涌公園最新安裝的共融遊樂設施外，還獲康樂及文化事務署的邀請，就九龍公園、天水圍公園、大埔海濱公園及新蒲崗的仁愛街遊樂場的共融兒童遊樂場設施提供建議。此次邀請再次印證了我們在香港推廣共融遊樂概念的獨立專業地位。

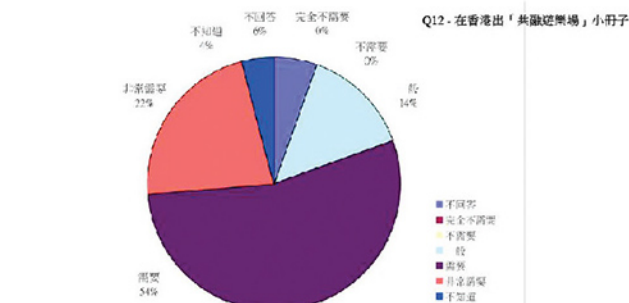


調查結果：對共融遊樂場的看法及意見



● 其03%受訪者支持及非常支持本地有要進一步發展「共融遊樂場」

調查結果：對共融遊樂場的看法及意見



● 54%受訪者認為有需要在香港推出一份「共融遊樂場」的設計標準及參考指引小冊子

Education and Advocacy

教育與倡導

The Playground Advisory and Education Programme has been rolled out. Following the survey of "Views of parents of disabled children as to play requirements and challenges arising from play" completed last year, the views of playground stakeholders towards the development of public playgrounds and the concept of play inclusion in Hong Kong was researched this year in this programme. Stakeholders included kindergartens, primary schools, special schools, parents, playground suppliers, professional designers, university professors, etc. The finding concluded that we need to raise the Hong Kong community's attention and awareness of the value of playgrounds on children's development; and we discovered that the term "inclusive playground" was rarely heard by the community, while it is a very important direction to develop our public playgrounds. The most important finding was that developing guidelines for inclusive playgrounds is very important.

遊樂場諮詢與教育計劃已全面推出。繼去年完成「殘障兒童家長對遊戲要求及與遊戲有關挑戰」的調查工作後，我們緊接於本年度就公共遊樂場的發展及引入共融遊樂設施的概念，向遊樂場的持份者收集意見，當中包括幼稚園、小學、特殊學校、家長、遊樂場供應者、專業設計師、大學教授等。調查顯示，我們必須喚起香港社區關注及認識遊樂場對兒童發展的重要價值，我們更發現「共融遊樂場」的概念甚少於社區出現，但這卻是發展公共遊樂場的一個主要方向；調查的另一深刻反思是訂立指引對共融遊樂場的重要性。



Playable Rooftop Space in Yau Tong Shopping Centre 油塘商場的天台遊樂空間

The on-going project of developing the open space and children's playgrounds on the rooftop garden of the Yau Tong Shopping Centre has been in good progress this year. To further share our experience in developing playable play spaces in the community, we successfully presented this project in partnership with the Housing Authority and themed as "playable rooftop space" at the International Federation of Parks and Recreation Administration (IFPRA) World Congress in November 2010.

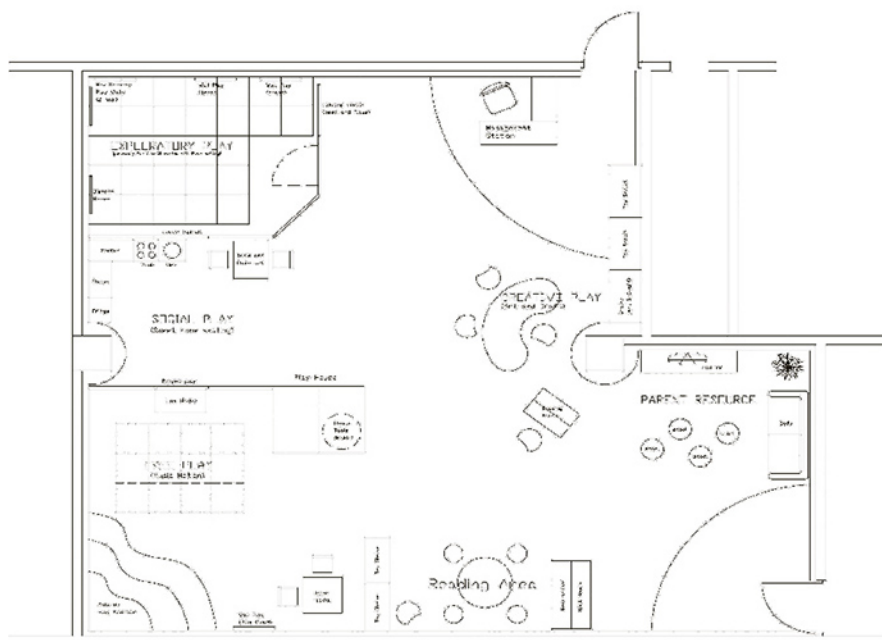
本年度，在油塘商場天台花園建設露天空間及兒童遊樂場的項目進展順利。為了進一步分享在社區發展宜玩遊戲空間的經驗，我們與房屋委員會合作，在2010年11月舉行的國際公園及康樂設施管理協會(IFPRA)全球大會上，成功向與會各方展示了以「宜玩的天台遊樂空間」為題的計劃。



Engagement Exercise for the Public Space Design 參與公共空間的設計

Playright was kindly invited to participate in the Community Engagement Exercise for the Public Space Design at Kwai Shing Circuit organized by Hong Kong Housing Authority. They invited Playright to join the community engagement workshops in which children's playarea is strategically included in the public space design scheme. This presentation was of value to the Hong Kong Housing Authority on the importance of child-friendly play environments in Hong Kong.

智樂獲香港房屋委員會的邀請，積極投入社區參與項目，就葵盛圍公共空間設計參與社區參與工作坊，從策略層面將兒童遊樂場納入公共空間設計方案中。這次合作有助香港房屋委員會了解到創建與兒童友好遊樂環境的重要性。



Moving Forward to a Child-friendly City 向著與兒童友好的城市邁進

Playright is continuing its unique role in Hong Kong to urge the government for the provision of quality public play space for a child-friendly community. We provided professional advice, play environment consultancy services, or represented voices of children in respect of their rights to play in projects. Just some examples included the Centre of Excellence in Paediatrics (CEP), Children's Corner in the new Legislative Council Complex, Children's Play Area in Pak Tsz Lane Park of Urban Renewal Authority, Playgrounds in Tong Tau Cottage Area East of Hong Kong Housing Authority, and Parent-child centre of the new Lo Wu Correctional Institution of Correctional Services Department.

智樂在本港繼續擔當著獨一無二的角色，敦促政府在與兒童友好的社區中，提供優質的公共遊戲空間。我們提供專業建議、遊樂環境諮詢服務，或就兒童的遊戲權利，在各個項目代表兒童發聲，當中包括兒童專科卓越醫療中心(CEP)、香港立法會新綜合大樓的兒童閣、市區重建局百子園的兒童遊樂場、香港房屋委員會東頭平房區(東面地盤)及香港懲教署轄下新羅湖懲教所的親子中心。

ACKNOWLEDGEMENT OF SUPPORTS
感謝支持



Caring Company 商界展關懷



We congratulate the following caring organizations and companies that have been awarded the logos by the Hong Kong Council of Social Service. This year, these companies and organizations have rendered their full supports to Playright to promote the value of play for our children.

我們祝賀以下獲香港社會服務聯會頒發商界展關懷標誌的機構及公司。這一年，各間公司及機構給予智樂全面支持，為推廣兒童遊戲的價值而竭誠出力。

ABC Pathways School

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

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

ENT Laser Hearing & Speech
Therapy Centre
香港耳鼻喉科中心

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

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

Hong Kong Institute of
Certified Public Accountants
香港會計師公會

Hyatt Regency Hong Kong, TST
香港尖沙咀凱悅酒店

Kids' Gallery Co Ltd
兒童藝廊

Kingfisher Asia Limited
翠豐亞洲有限公司

Loreal Hong Kong Limited

Learning Plus Language Centre

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

Mayer Brown JSM
孖士打律師行

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

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

Tai Shing Group (Holdings)
Company Ltd
大盛集團(控股)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 賣旗日



Another successful Flag Day was held on 20 November 2010 and raised funds of more than HK\$930,000. On that day, children were invited to dress up while selling flags. With the funds raised, we could further develop our play projects for children affected by sickness, poverty, and lack of resources.

於2010年11月20日成功完成了另一次賣旗活動，共籌得港幣930,000元。當日，賣旗的小義工紛紛悉心裝扮，為患病、貧困及資源缺乏的兒童的遊戲項目發展而落力籌款。

Gold sponsor

金贊助

Dr Michael Hsin

Silver sponsor

銀贊助

ABC Pathways School
JEMS Learning House
Kids' Gallery Co Ltd
Kingfisher Asia Ltd
Parks Supplies Co Ltd
Peegaboo Corporation Ltd
The Lamma Group Ltd
Zurich Insurance Group (Hong Kong)

In-kind sponsor

其他贊助

BIVA
Mr & Mrs Raymond Chau
NutriWorks Limited
Tai Shing Group (Holdings) Co Ltd

Supporting organizations

支持團體

Bank of East Asia
Caritas Jockey Club Integrated Service for Young People – Stanley
Hang Lung Real Estate Agency Limited
Hong Kong Girl Guides 7 Island Coy
Hong Kong Girl Guides 24 Island Coy
Hong Kong Girl Guides 26 Island Coy
MTR Corporation Limited
Oxford University Press

Individual with HK\$50,000 donations or above

捐款達港幣50,000或以上之個人善長

Michelle Ma

Organizations/Individuals with HK\$1,000 donations or above

捐款達港幣1,000或以上之團體／個人善長

Eastern Earnings (China) Co Ltd
Hong Kong Institute of Certified Public Accountants
Alison Chan
Pamela Chan
Chan Tin Leung
Chang Po Tai
Richard Eng
William Hau
Hau Yee Mann
Hau Yin Hung
Kwan Yat Wah
Doris Chu Wai Lee
Josephine Lee
Anne Marden
Ng Chung Yi
Ng Yiu Hing
Suen Hon Pia
Dr Alfred Tam
Tang Wai Hung
Thong Phui Ying
Wong Chun Wai

Organizations which recruited flag-selling volunteers

招募賣旗義工之團體

ABC Pathways School
BGCA of Hong Kong Jockey Club South Kwai Chung Children and Youth Integrated Services Centre
C. & M.A. Scholars' Kindergarten
CRYOLIFE - Cell Therapy Technologies Centre Ltd
Diamond Hill Ling Liang Kindergarten
German Swiss International School
HK Children's Musical Theatre
H.K.S.K.H. Lady MacLehose Centre Family Activity & Resource Centre
HK Trade Development Council
Island School
Kingfisher Asia Ltd
King's College
Modern College
Munsang College (HK Island)
Music Motion Dance Academy Ltd
NWS Holdings Ltd
Parks Supplies Co Ltd
Peegaboo Corporation Ltd
Po Leung Kuk Yu Lee Mo Fan Memorial School
Salvation Army Chai Wan Integrated Service for Young People
ShineWing (HK) CPA Ltd
South Island School

St Paul's Secondary School
St Stephen's College Preparatory School
Tivoli Anglo-Chinese Kindergarten
Victoria Nursery & Kindergarten

Organizations which circulated flag bags

傳遞旗袋籌款之團體

Antalis HK Ltd
Do Re Mi Music Wonderland
Gymboree
JEMS Learning Centre
Kids' Gallery Co Ltd
Learning Plus Language Centre
L'Oreal Hong Kong Ltd
Parkview International Pre-school
Parkview International Pre-school (Kowloon)
QQ Club
Schroder Investment Management (HK) Ltd

ABC Pathways School presents Walking on Air 2011 ABC Pathways School 全力贊助 智樂快樂行2011



Walking on Air for Playright 2011 was successfully organized in Discovery Bay and raised more than HK\$580,000 for our play development projects for underprivileged groups. We would like to express our sincere gratitude to the following individuals and organizations, especially ABC Pathways School as the title sponsor, which have made this fundraising event a great success.

智樂快樂行2011於愉景灣成功舉行，共籌得港幣580,000元，為有需要的組群提供資金發展遊戲項目。我們向以下個人及企業伙伴致上衷心謝意，當中首推全力贊助的ABC Pathways School，令籌款活動得以圓滿完成。

Title sponsor

全力贊助

ABC Pathways School

Silver sponsor

銀贊助

Melco Group

In-kind sponsor

其他贊助

Discovery Bay Services Management Ltd
Mr & Mrs Raymond Chau
NutriWorks Limited
Peegaboo Corporation Ltd
Toys Club

Supporting organizations

支持團體

ABC Pathways School
Hong Kong Paediatric Nurses Association
Hong Kong Paediatric Society
Hysan Development Company Ltd
Pilota Sigma Theta Tau International Honor
Society of Nursing
The Hong Kong Polytechnic University -
School of Nursing
Victoria Nursery & Kindergarten PTA

Organizations with HK\$2,500 donations or above

捐款達港幣2,500元以上之團體

ENT Centre
ENT Laser Hearing & Speech Therapy Centre
Grand Joy Asia Ltd
HCS Foundation
Hong Kong Institute of Certified Public
Accountants
Joy Advance Finance Ltd
Parks Supplies Co Ltd
PBL Leaders Limited
Peegaboo Corporation Ltd
Shun Tak Property Management Ltd

Individual with HK\$10,000 donations or above

捐款達港幣10,000元以上之個人善長

Denny Chan
Dr Maggie Koong
Cathy Lee

Individual with HK\$1000 donations or above

捐款達港幣1000元以上之個人善長

Fan Chung Man
Sherly Fay Hooley
Joanna Hotung

Peegaboo Expo 百家寶的博覽會



Peegaboo Group donated HK\$100,000 through the 9th Parents' Journal Baby, Children & Family Expo in May 2010, lending a helping hand to develop play resources and hospital care programs for children in need.

百家寶集團在2010年5月舉行的第九屆育兒天地博覽會中，向本會捐出港幣100,000元，為住院病童的遊戲資源及醫院遊戲項目提供了適切幫助。

Our Supporters

我們的支持者

Playright would like to express its gratitude to the following organizations and individuals. (All lists are in alphabetical order)
智樂向以下團體及個人善長致以衷心謝意（以英文字母排序）



Community Investment and Inclusion Fund
Labour and Welfare Bureau



Home Affairs Department



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

HSBC 匯豐



Love Ideas ♥ HK
集思公益計劃資助項目
香港人愛香港

The Marden
Foundation Limited



康樂及文化事務署
Leisure and Cultural
Services Department



Peter Chan Yee Yat
Charitable Foundation



Social Welfare Department



Other Donors 其他捐款團體

American International Assurance Company
Discovery Bay Commercial Services Limited
Emperor Foundation Ltd
Gross Mind Sports International Ltd
Great Welth Corporation Ltd
HCS Foundation
Home Affairs Department
HSBC Global Asset Management (HK) Ltd
Itsmagical Hong Kong Ltd
Kingfisher Asia Ltd
Learning Plus Language Centre
Paladin Consultants Co Ltd
Scout Association of Hong Kong
Shun Tak Property Management Ltd
Social Welfare Department
Toptech Co. Ltd

Individual donations of HK\$1,000 or above for general purposes 為一般用途而捐款達港幣1,000元或以上之個人善長

Agnes Chan	Maureen Ip Mak
Chan Chi Ming	Anne Marden
Chan Fung Kit	Shin Lai Ha
Chan Lung Wah	Suen Hon Pia
Michael Wai Keung Chan	Tong Wah Kun
Christine Cheng	Lynn Yau
Barry Euan	Kenneth Young
Morgiana Kan	Vivi Zau
Lai Fung Kuen	Maria
Frederick Lee	
Grace Lee	
Daniel Leung	
Claudia Lo	
Sheila Lok Lau	
Stella Lu Yeung	
Ma Wan Ching	

VOICES OF VOLUNTEERS

義工的心聲

By March 2011, Playright provided more than 12,000 hours of volunteer work through various projects and programmes over the previous 12 months. Other than the committed individual volunteers, we are glad to have the participation of staff from many corporations. Their expertise, experience and time have helped to make our mission achievable.

截至2011年3月，在智樂過去12個月舉辦的計劃及項目中，共帶動了超過12,000小時的義工服務；除了熱心的個人義工外，我們更為不少企業員工的義務參與而感到高興，來自四方八面的專業知識、豐富經驗及寶貴時間，對我們的使命起了很大的推動作用。



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

Roy Lo 盧華基

We believe that every child has the same right and chance to enjoy play, we also believe that it can help children to extend their potential. ShineWing supports and shares the same vision of Playright and renders on-going support. We just started from a donation, then developed a long-term collaboration project, more and more staff got involved and became play ambassadors. We hope that every single step can help children to build a normal life without boundaries.

我們相信每個孩子都有共同的權利去享受遊戲的機會，亦深信遊戲可幫助孩子發揮更大的潛能。信永中和多年來支持智樂，最初只是捐款贊助，慢慢發展為長期合作計劃，愈來愈多的員工參與智樂的活動，親身與孩子進行遊戲。我們希望公司所走的每一小步都能夠幫助孩子建立一個沒有障礙、沒有界限的生活。



Melco Group
新濠集團

We believe what we do today shapes the children's world tomorrow. In 2011, Melco sponsored Playright's year-round project of "Goodwill Action by Hospital Play Service", aimed at promoting social inclusion of disadvantaged youth. A team of Melco Volunteers committed to acting as "Play Brothers and Sisters" and ardently paid six warm visits to around 20 hospitalized children with developmental disabilities in half-year time. With the joint effort of Melco Volunteers and hospital play specialists, the project brought not only inspiring play opportunities but also happiness to hospitalized children.

我們深信為孩子塑造明日美好世界，就在今天。於2011年，新濠贊助智樂推行為期一年的「愛心行動－醫院遊戲服務」，目的為協助弱勢青少年融入社群。新濠義工履行擔任「樂玩大哥哥、大姐姐」的承諾，於半年內進行六次暖心探訪活動，悉心關懷約20名患有發展障礙的住院病童。配合新濠義工及醫院遊戲師的共同努力，該服務不但給予病童具啟發性的玩耍機會，更令病童在病榻中展露歡顏。



Kingfisher Asia Limited 翠豐亞洲有限公司

Children nowadays live in a material world and their time schedule is filled up by numerous interest classes, while the parents from the low income class have no time to play with their child. Playright has the mission to fill the social gap; they provide different creative games by using simple materials so children from different social classes can enjoy play. This concept has perfectly matched with our business. Collaboration with Playright started from 2009, from just a direct donation then developed to volunteer participation, in-kind donation to actively participating in their flag day and walkathon etc. and now is still expanding. We just hope that our support can sustain Playright to enrich the life of every child through play. Besides, their flexible volunteer participation time slot can allow our staff to fully participate in such meaningful work, and enhance the cohesion between staff.

現今的社會，富裕的小孩物質生活既豐富且為了學識把時間擠壓得滿滿，貧困的小孩父母工作忙碌無暇照顧更遑論親子玩樂。智樂的存在與理念正好填補了這些空缺，為這一代甚至新一代不同階層的小孩，提供從一些簡單自製玩意中學習的機會，與我們的業務正不謀而合。自從2009年我們開始與智樂合作，近年更不斷擴展合作範圍，由最初的直接捐款至義工活動、樣品捐贈、步行和賣旗籌款等等，我們希望可幫助智樂持續發展，使小孩們健康快樂成長。另外，智樂於義務工作的彈性處理安排，使我們不少員工得以參加其極具意義的義工活動，同時也加強本公司同事之間的認識與團隊精神。

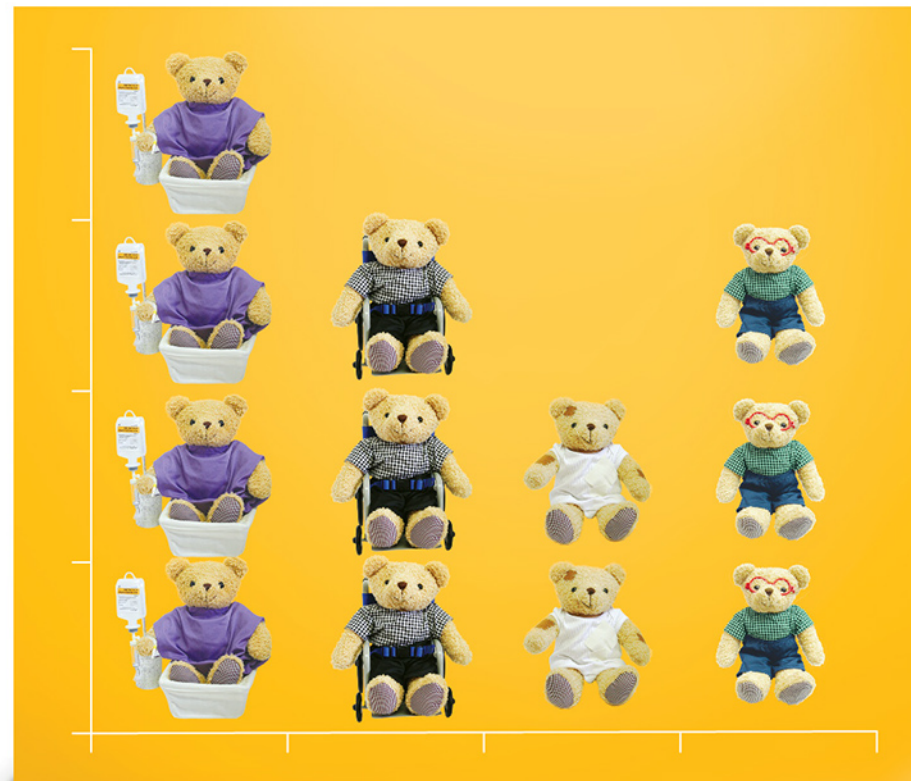


Hospital Play Youth Ambassador 醫院遊戲青年大使

Leung Yee Ting 梁依婷

When the hospital play specialists invited me to be a youth ambassador for the hospital play service, I was willing to accept the task. By sharing my "mental troubles" and experience, I not only hope to help fellow patients suffering from anorexia nervosa, but also want to testify how play has become my "good medicine". Besides, by taking part in different handicraft activities designed by the hospital play specialists, I came to understand how much I like art creation. I hope I can contribute to the child patients and community with my interest and talent in that aspect.

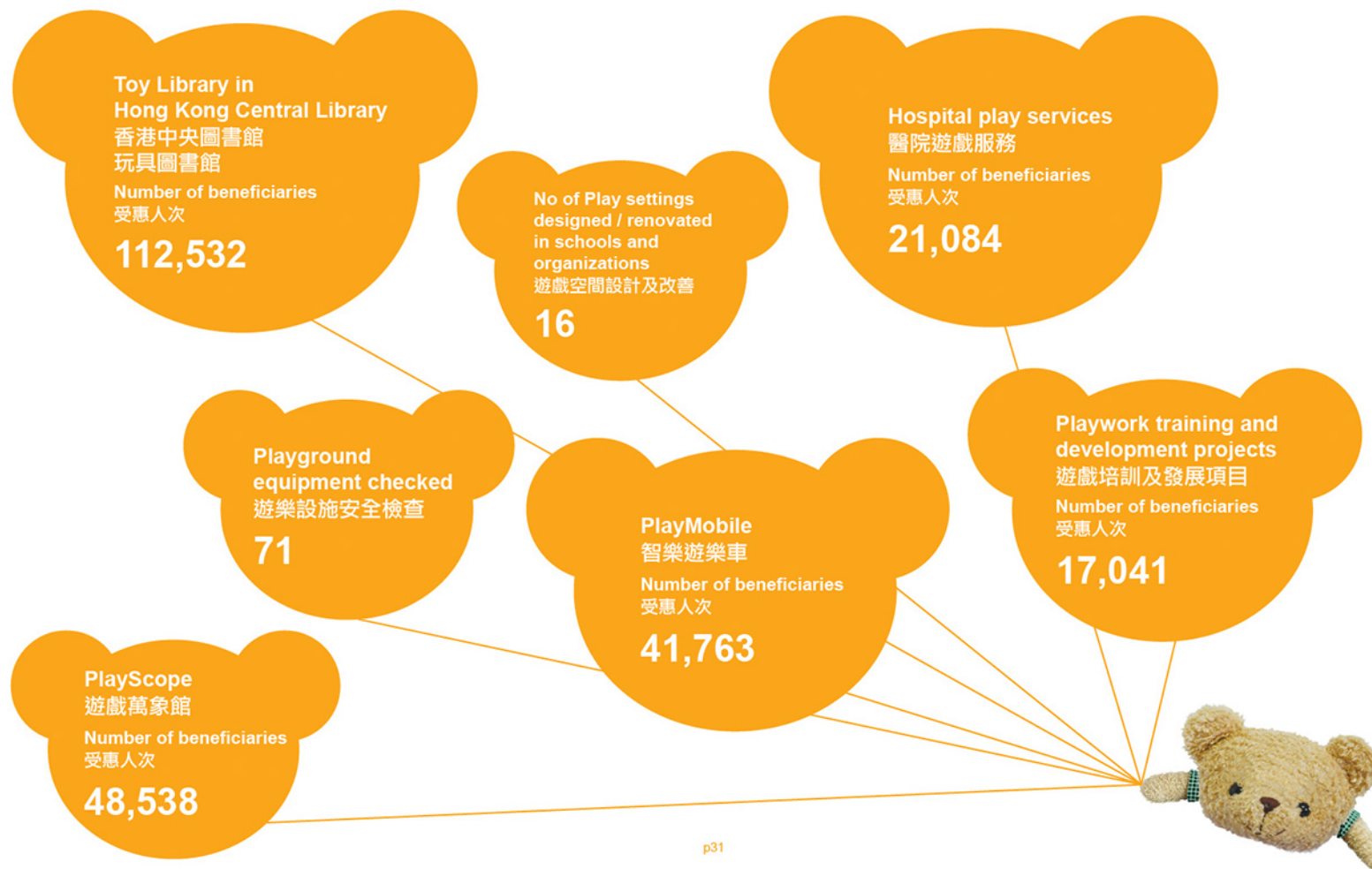
當醫院遊戲師邀請我擔當醫院遊戲青年大使時，我很樂意接受及願意勇敢站出來，與人分享患上神經性厭食症的經歷，希望幫助到同路人之外，更想親身見證遊戲如何成為我的「心藥」。住院期間，我時常參與醫院遊戲師設計的不同類型的手工藝活動，令我了解到原來自己很喜歡藝術創作，所以很希望透過這項興趣與才能，幫助病童、回饋社會。



SERVICE STATISTICS
服務數字摘要

SERVICE STATISTICS

服務數字摘要



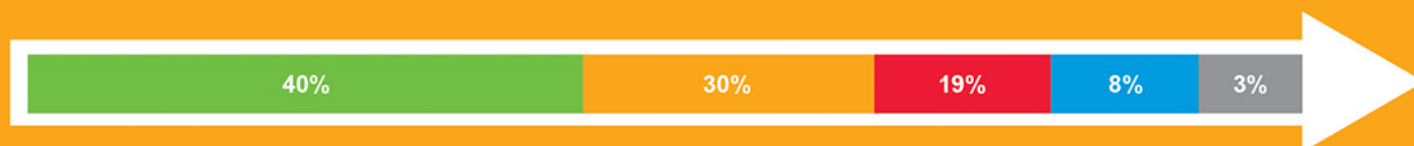


FINANCIAL HIGHLIGHTS
財務概覽

FINANCIAL HIGHLIGHTS

財務概覽

Income 收入



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

Expenditure 支出



Play Outreach - Hospital play services and play development projects
外展 - 醫院遊戲服務及遊戲發展項目



Play Resources - Playwork training and education
資源 - 遊戲培訓及教育



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



Advocacy - Corporate communication and fundraising
倡導 - 公共關係及籌募



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 2011 截至2011年3月31日止年度

Income 收入	HK\$ 港幣
The Community Chest 香港公益金	2,478,174
Designated donations 特定捐款	3,786,622
Consultancy, workshops and training fee income 顧問、工作坊及培訓收入	5,097,335
The Hong Kong Jockey Club Charities Trust 香港賽馬會慈善信託基金	1,061,126
Membership and others 會員收費及其他收入	351,013
Total income 總收入	12,774,270
Expenditure 支出	HK\$ 港幣
Advocacy 倡導	
Corporate communication and fundraising 公共關係及籌募	658,407
Play Resources 資源	
Playwork training & education 遊戲培訓及教育	1,856,736
Play Outreach 外展	
Hospital play service 醫院遊戲服務	2,598,952
Play development projects 遊戲發展項目	6,209,662
	8,808,614
Play Environments 環境	
Play environments and safety 遊樂環境及安全	449,045
	11,772,802
Administration 行政	298,359
Other expenses 其他支出	83,780
Total expenditure 總支出	12,154,941
Surplus 盈餘	619,329



p33

Statement of financial position

財務狀況報表

As at 31 March 2011 於2011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	9,143
Current assets 流動資產	
Accounts receivable 應收款項	1,101,835
Prepayment and deposit 預付款項及按金	598,762
Bank balance and cash on hand 銀行存款及現金	1,806,781
	3,507,378
Total assets 總資產額	3,516,521
Funds employed 資金來源	
General reserve 營運儲備	789,537
Charitable reserve 慈善儲備	977,463
Designated fund reserve 特定項目儲備	62,220
Capital expenditure fund reserve 資本開支儲備	10,234
Total fund 資金總額	1,839,454
Current liabilities 流動負債	
Creditors and accruals 應付款項及應計費用	633,426
Receipts in advance 預收收入	688,066
	1,321,492
Non-current liability 非流動負債	
Provision for long service payments 長期服務金撥備	355,575
Total funds and liabilities 總資金及負債額	3,516,521



ORGANIZATION CHART,
COMMITTEES AND STAFF
架構圖表、委員會及工作人員



Organization chart 架構圖表



Advisors and Committees 顧問及委員會

Patron 贊助人

Dr Rosanna Wong Yick-ming,
DBE, JP
王菊鳴博士

Honorary President 名譽會長

Anne Marden, BBS, JP
馬登夫人

Honorary Legal Advisor 名譽法律顧問

Mary Ahern (from Dec 2010)
(2010年12月起)

William Ahern (till Dec 2010)
(2010年12月止)

Honorary advisor 名譽顧問

Teresa Au
區佩兒
Denny Chan
陳用樑
Jane Lau
劉玉燕

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
委員

Sabrina Lee Choi - Member

蔡李珈書 委員

Dr Maggie Koong - Member (from Dec 2010)

孔美琪博士 委員 (2010年12月起)

Joseph Kwan, MH - Member

關國樂 委員

KT Lai - Member

黎鑑棠 委員

Elina Lee - Member (from Dec 2010)

李家瑜 委員 (2010年12月起)

Michelle Liu - Member (from Dec 2010)

劉雪文 委員 (2010年12月起)

Sheila Mair - Member

梅絲麗 委員

Anne Marden, BBS, JP - Member

馬登夫人 委員

Dr Raymond Ngan - Member (from Dec 2010)

顏文雄博士 委員 (2010年12月起)

Amy Tso - Member

曹莉莉 委員

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 Charnwut Chan, GBS, JP

陳智思

Gary TB Kwok

郭德標

Dr Lam Mei Yung, Hazel

藍美容博士

Professor PC Wong

黃寶財教授

Dr Rosanna Wong Yick-ming, DBE, JP

王菊鳴博士

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

嚴吳嫻霞

Play Environment Subcommittee 遊樂環境及設施小組委員會

Sheila Mair - Chairperson

梅絲麗 主席

Sabrina Lee Choi - Member

蔡李珈書 委員

Dr Maggie Koong - Member

孔美琪博士 委員

Joseph Kwan, MH - Member

關國樂 委員

Kathy Wong - Ex-officio

王見好 當然委員

Chris Yuen - Ex-officio

袁漢昌 當然委員

Play in Hospital Subcommittee 醫院遊戲小組委員會

Yvonne Becher - Chairperson

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 Ko Po Wan - Member

高步雲醫生 委員

Anne Marden, BBS, JP - Member

馬登夫人 委員

Sandie Wong - Member

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

Dr Raymond Ngan - Member

顏文雄博士 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 Choi - Chairperson

蔡李珈書 主席

Joanna Hotung - Vice Chairperson

何苗春暉 副主席

Michelle Liu - Vice Chairperson

劉雪文 副主席

KF Ho - Member

何錦輝 委員

Shirley Kuan - Member

雷洪雪玲 委員

Elina Lee - Member

李家瑜 委員

Anita Ma - Member

鄧馬慧敏 委員

Esther Ma - Member

馬天惠 委員

Paula Mok - Member

莫佩雯 委員

Gigi Pang - Member

彭芷君 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



Staff List 職員名單

Management Team 管理團隊

Kathy Wong - Executive Director
王兒好 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 - 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)

Corporate Communications 企業傳訊

Rebecca Lee - Corporate Communications Officer
李寶蓮 企業傳訊主任
Esther Sun - Marketing Officer
辛朗庭 市場拓展主任

Play Training & Play Project Development 遊戲培訓及遊戲項目發展

Ada Wong - Senior Playwork Training Specialist
黃佩儀 高級遊戲工作培訓師
Min Sham - Playwork Trainer
岑威卓 遊戲工作培訓員
Florence Chiu - Play Project Development Officer
趙汝薇 遊戲項目發展主任
Rosa Shiu - Play Project Development Officer
蕭雪盈 遊戲項目發展主任
Jelly Chow - Playworker
周育英 遊戲工作員
Kristy Yu - Playworker
余佩琪 遊戲工作員

PlayScope 遊戲萬象館

Ken Wong - Acting Centre-in-charge
黃熙生 署理中心主任
Christy Cheung - Play Officer
張詠詩 遊戲主任
Maybo Chen - Playworker
陳靜賢 遊戲工作員
Jan Mak - Playworker
麥豔如 遊戲工作員
Man Kam Tung - Play Assistant
文錦東 遊戲助理
Clara Lai - PlayScope Assistant
賴敏華 萬象館助理
Hung Chui-wo - Centre Assistant (Part-time)
孔翠和 兼職中心助理

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

Grace Ngan - Project Supervisor
顏燕萍 計劃督導主任
Vincent Fung - Supervisor II
馮向明 主管(二級)
Ann Lau - Supervisor II
劉慧珊 主管(二級)
Sylvia Li - Supervisor II
李玉如 主管(二級)
Wong Pui-yeung - Toy Library Assistant I
黃沛洋 玩具圖書館助理(一級)
Tony Chan - Toy Library Assistant II
陳沃輝 玩具圖書館助理(二級)
Sam Kong - Toy Library Assistant II
江雲森 玩具圖書館助理(二級)
Connie Lau - Toy Library Assistant II
劉翊鴻 玩具圖書館助理(二級)
Elmer Lui - Toy Library Assistant II
呂兆揚 玩具圖書館助理(二級)
Jenny Tai - Toy Library Assistant II
戴家麗 玩具圖書館助理(二級)
Tang Ming-sum - Toy Library Assistant II
鄧銘琛 玩具圖書館助理(二級)
Mao Wong - Toy Library Assistant II
黃運盈 玩具圖書館助理(二級)

Hospital Play Service 醫院遊戲服務

Pony Kong - Senior Hospital Play Specialist
江小萍 高級醫院遊戲師
Iris Wong - Senior Hospital Play Specialist
黃佩芬 高級醫院遊戲師
Mandy Chan - Hospital Play Specialist
陳綺敏 醫院遊戲師
Tammy Chui - Hospital Play Specialist
徐嫻嫻 醫院遊戲師
Karen Lau - Hospital Play Specialist
劉嘉茵 醫院遊戲師
Gloria Wong - Hospital Play Specialist
黃曉恩 醫院遊戲師

Mobile Play Project 遊樂車

Tin Cheung - Project Supervisor
張正偉 計劃督導主任
Ken Li - Play Officer
李卓然 遊戲主任
Michael Li - Play Assistant I
李浩銘 遊戲助理(一級)

Play Environment 遊樂環境及安全

Chris Yuen - Senior Play Environment Designer
袁漢昌 高級遊樂環境設計師

Finance 會計部

Elke Yang - Accounts Assistant
楊紹嫻 會計助理

Central Administration 行政部

Emily Ngau - Administration Officer
敖惠勤 行政主任
Cannies Yuen - Clerk
袁巧卿 文員
Chan Wai-kwan - Cleaner (Part-time)
陳惠群 兼職清潔

智樂 playright

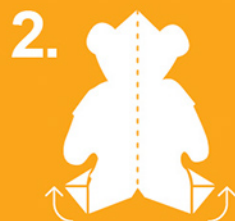


Bouncing Bear 彈跳Bear Bear熊

Let's Play!
一齊玩！



Tear the bear out along the perforation.
將Bear Bear熊沿虛線撕下來。



Fold the bear along the middle line.
沿中線，將Bear Bear熊向外對摺。



Fold up the white parts under the bear's foot.
將Bear Bear熊腳下的白紙向內摺。



Put the bear in the middle of this report and pull the report hard on each side.
將Bear Bear熊放在年報中間，用力往兩邊一拉，Bear Bear熊即一躍而一跳！





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



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

