



PLAY · SHAPING OUR FUTURE 遊戲 · 塑造未來





Playright Children's Play Association (Playright) was established in Hong Kong in 1987. Twenty-five years ago, play was very low on most people's agenda. Playright worked hard to help people in all sectors appreciate the value of play. We stay true to our vision 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 that quality play is vital if the full range of the child's developmental and other needs is to be successfully met.

Today, Playright's teams are even more firmly committed to strengthening each area of our commitment to play. Through a fourfold approach - 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。在二十五年前,我們的社會仍未重視遊戲。故此過去智樂一直努力讓各界認同及欣賞遊戲的價值。我們至今仍相信透過遊戲能讓兒童擁有豐盛的生命。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。

時至今天,智樂的團隊將繼往開來,致力實踐我們的承諾,並透過「倡導」、「資源」、「外展」、及「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



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。

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MESSAGE FROM THE HONOURARY PRESIDENT

Anne Marden, BBS, JP

Now that Playright Children's Play Association (Playright) is celebrating its twenty-fifth year of existence in Hong Kong perhaps it is time to remember the past but to think even more about our hopes for the future.

As to the past, I think that our pioneering work in hospital play, our playmobile that reaches out to disadvantaged children everywhere, our popular courses on play safety and our toy library service are all part of our message to adults that play is not just a pastime-it is a vital part of every child's healthy development. So advocacy on the true value of play is one of our basic messages here in Hong Kong. We do, however, move to more practical activities to make our point and you will read about these in the rest of the Annual Report.

I think the main contribution of Playright is to promote our belief that all children have a right to the benefits of play. There is no distinction. The poorest and the most well off, the disabled and the fit, the despised and the privileged; all of them need to play in order to develop as they have the right to do.

The purpose of Playright in the past has been to advocate and to give examples of "child's play" in all its forms. We hope that in the coming years there may be more acceptance in Hong Kong of the true value of that period in a child's life that has such a profound effect on his or her future. We believe, however, that it is not only play that will influence our children's future.

Playright has been an active member of the "Alliance for the Children's Commission" formed by many agencies concerned with children. Our message is that a "Children's Commissioner "is very much needed in Hong Kong. We would be following the example of many other countries and our children would be considered when policies that affect them are being discussed.

I repeat my words of last year. At present when policy matters are being discussed in Legislative Council and elsewhere, the word "child" is never mentioned. Playright is entering a new era - building on the past but ready to discover new ways to demonstrate that Play is FUN!



名譽會長的話 Anne Marden, BBS, JP

智樂兒童遊樂協會今年喜慶在香港成立二十五周年,在回顧過去工作成果之餘,我們更想 藉此機會探討和展望未來的工作方向。

回顧過去,我認為智樂所開創的醫院遊戲服務、為兒童提供外展遊戲服務的遊樂車、廣受 歡迎的遊樂場安全課程以及玩具圖書館服務等,都向成年人傳達了一個重要信息,就是遊 戲不只是一種消遣,而是每一位兒童健康成長的重要組成部分。因此,遊戲的真正價值是 我們在香港倡導的基本信息之一。當然,智樂會以實際行動來實踐我們的信念,並在本年 報中詳述有關活動。

我認為智樂的主要貢獻在於宣揚一個理念,那就是所有兒童都應當享有遊戲的權利,無 論貧富、傷健、資源足夠與否,每個兒童都需要透過遊戲成長,而且,這是他們應有的 權利。

智樂在過去一直倡導並提供各種形式的遊戲服務。我們期盼未來在香港有更多人明白到童年在一個孩子的生命中的真正價值,因為童年對孩子的未來有著深遠的影響。當然,我們相信不僅是遊戲在影響著小朋友的未來。

智樂一直以來都積極參與由多個關注兒童權利組織成立的「爭取成立兒童事務委員會 聯盟」。我們深信香港迫切需要設立「兒童事務專員」,這樣我們便可以像其他國家 一樣,當討論到影響兒童的政策時,孩子們的利益會得到充份考慮。

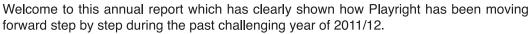
我想在這裡重複去年的觀點:目前在立法會和其他議政平台討論政策事宜時,「兒童」一詞總被忽略。智樂正在邁進一個新時代 — 建基過去,發掘新的方式來展示「遊戲的力量」。





MESSAGE FROM THE CHAIRPERSON & EXECUTIVE DIRECTOR

Dr. C B Chow, BBS, JP, Chairperson Kathy Wong, Executive Director



Playright was established in the 1980s when Hong Kong was becoming a fast-growing economy; children went down to playgrounds in housing estate without adult supervision; they played "Stone, Paper, Scissors", marbles and card games; out in the countryside, etc. Their play world was still shaped to some extent by the contents of their "real" world.

After 25 years, we have more well-off families in the city, we now have better schools, modern apartment blocks, and improved recreational facilities. The children you see now around you play on imported playground equipment, and you may not even catch sight of them, so busy are the better off ones with play groups, interest classes, and organized activities, not to mention burying themselves in game apps with tablets and smartphones in hand. Despite all these macro changes, there are still children being deprived of quality play in this city, and that's why Playright has to still work hard for them.

We believe Play should be for ALL. Through this annual report, you will have a better picture of how we reached out to families in different walks of lives and provided them with play opportunities; how we worked with government and different strategic partners in the community to enrich the play environments in our city; how we trained the trainers for empowering more adults and parents with resources and knowledge on children's play.

Year 2012 is the 25th anniversary for Playright. Other than the on-going play services and programmes, a series of celebration activities have been planned, including an Inclusive Play Symposium in July, a Gala Dinner in October, a Play-for-All Playday in October, a "Cheers for Play" playday in Chater Road in November, and the finale "Walking On Air" in Cyberport in March 2013. We both have to thank the committee and staff members for their dedication to make PLAY come to life in the community. We would also like to thank our partners, supporters and donors for their contributions and unfailing support.

Playright has been making dreams come true for children of our city. We need more supporters to share these dreams for the next 25 years. Please join us. We need your participation. With all of usworking whole-heartedly, we are certain that our dream of our city becoming a better place for children to live, learn and grow will come true.



主席及總幹事的話主席 周鎮邦醫生 總幹事 王見好

我們高興地在此向大家陳述智樂怎樣在充滿挑戰的2011/12年度一步步向前邁進。

智樂在八十年代成立,適逢香港處於高速經濟發展的時代。當時的小孩子常到屋邨的遊樂場遊戲,大人無暇看管。猜包剪揼、彈波子及拍公仔紙是昔日的經典遊戲,而當時到郊外旅行也是不錯的娛樂。兒童的遊戲世界在一定程度上仍然被他們的「真實」世界所規範。

時至二十五年後的今天,社會上有更多富裕家庭、有更好設備的學校、更現代化的住宅大 廈和更完善的娛樂設施。您現在看到周圍的孩子們玩的是進口的遊樂場設施。甚至是,您 可能根本無法在遊樂場找到他們的踪影,因為小朋友都忙著上各式各樣的遊戲班和興趣 班,更不用説他們埋頭埋腦玩平板電腦或智能手機的遊戲。儘管香港發生了這些宏觀變 化,但社會上仍然有兒童被剝奪享受優質遊戲的機會,因此智樂去年仍然朝著這個目標 努力工作。

我們深信所有人都應當享受遊戲。在本年報中,您可以看到智樂如何為不同階層的家庭提供遊戲機會,如何與政府和社會上的不同合作夥伴共同發展遊戲空間和環境,以及如何透過培訓賦予更多人和父母有關兒童遊樂的資源和知識。

2012年是智樂的二十五周年誌慶。除了經常性的服務和計劃外,我們還安排了一系列活動計劃在年內舉行,包括在七月舉行的「共融遊戲研討會」、在十月舉行的盛大二十五周年晚宴及「Play-for-All」遊戲日、十一月在中環遮打道舉行的遊戲萬歲日,以及在一三年三月在數碼港舉行的「智樂快樂行」籌款活動。我們謹此感謝各委員會及員工隊伍的努力工作,為社區帶來這些活動。我們更想藉此機會表達我們對各合作夥伴、支持者和捐款團體及善長對支持本會周年誌慶活動的由衷感謝。

智樂一直渴望能讓兒童夢想成真。要在未來另一個二十五年繼續分享這些夢想,我們需要更多的支持者。當您細閱這份報告後,如果對我們的工作有所體會,請立即加入我們的行列,我們需要您的參與。當我們所有人都齊心協力全情投入這項工作時,我們可以肯定我們的夢想將可成真,為我們的孩子創造一個生活、學習和成長更好的地方。



PLAY ADVOCACY - 25 years of Play Advocacy of Children's Play in Hong Kong 倡導 — 25年來在香港倡導遊戲

Founded to help create more spaces where children could play safely 智樂成立,幫助創造 更多讓小朋友安全地 遊戲的空間 Hong Kong's first play reference library and play training service is launched

設立全港首個遊戲參 考圖書館並開展遊戲 培訓服務 Residential Play Projects are promoted in partnership with a major property developer

與一家大型地產發展 商共同推行「屋苑遊 戲計劃」 Playright is entrusted with a programme to regularly inspect all playground facilities under The Hong Kong Housing Authority and launches a related professional course

為香港房屋委員會轄 下所有遊樂場設施定 期檢查並推出相關專 業培訓課程 School based Play Projects/ PlayStreet 2000 are staged - Playright's first high profile event in Central for children and families

推行「校園遊樂服務」 /首個大型親子活動「玩玩遊戲街2000」在中環舉行

1987

1993

1996

1998

2000





1989

Together with the Urban Council, we create Hong Kong's first ever themed playground in leafy King's Park

與前市政局合作建成 香港首個主題兒童遊 樂場「京士柏兒童遊 樂場 | 1994

Playright pioneers a hospital play service and related training for Hong Kong

智樂首創醫院遊戲服 務和相關培訓 1997

Hong Kong's first Play Resource Centre opens its doors

創立全港首個遊戲資 源中心



1999

More than 20,000 people flock to a two-day long Adventure Play Festival in Victoria Park

超過兩萬人參加在維多 利亞公園舉行為期兩天 的「歷險遊樂日」 The Government appoints Playright as consultant to the Hong Kong Central Library's toy library. We subsequently win the tender to manage and operate the toy library's

為香港中央圖書館的 玩具圖書館提供顧問 及後續的管理及營運 服務

services

Launch of another innovative scheme - Small Space. Unlimited Dreams - involving students in the design and management of play places in their schools./ Playright's Playmobile service is launched to bring play opportunities to Hong Kong children everywhere

開展「小空間・愛夢 想 | 校園游樂空間計 劃,讓小學生參與設 計和管理校園的游樂 設施 / 推出「智樂遊 樂車 | 服務,讓全港 每個角落的兒童都不 缺乏遊戲機會

aplayright

Successful rebranding exercise: service scope adjusts to meet new and anticipated community needs/ Launch of interactive TV channel "Playright Channel" in Princess Margaret Hospital

成功重塑智樂品牌及 服務方向,迎合社區 的新需要 / 在瑪嘉烈醫 院推出互動電視「智 樂遊戲台 |

Establish clear professional course ladder for Playwork, Playground Safety and Hospital Play. / PlayScope opens

為「遊樂工作」、「遊 樂場安全」及「醫院 遊戲」培訓計劃建立 明確的專業課程階梯/ 推出「滙豐智樂遊戲 萬象館|

Consultant for the play environment of the children's facility in the new Legislative Council complex

為新立法會綜合大樓 兒童閣提供遊戲顧問 服務

2001

2004

2006

2011







2003

We run the Zurich Playright Adventure Playpark in Ma On Shan Park

在馬鞍山公園建立「蘇 黎世智樂創意樂園 |

2005

I-kidz Playland starts up in Tuen Mun Town Plaza 在屯門市廣場開設 「i-kidz 遊戲平台 |

Partnership with The Hona Kona Polytechnic University to organize the 17th International Play Association World Conference

與香港理工大學合辦 「第17屆國際遊樂協 會世界會議 |

Allocate resources to develop play activities and training for children with special needs

調配資源為有特殊需 要的兒童發展遊戲活 動及培訓



Play in the community 社區遊戲服務

33,080



Hospital Play Services

醫院遊戲服務

20,313

Children with special needs

有特殊需要兒童的遊戲服務

1,861

Children from low income class 低收入家庭的兒童

597

Environmental Play 大自然遊戲

2,804

Hospital Play - play for sick children

醫院遊戲 — 為病童帶來歡樂



When Lo Lo (7 years old) was admitted to hospital for the first time, she was unfamiliar with the environment and felt rather uneasy. Our Hospital Play Specialist accompanied her into the treatment room and helped her face the medical procedures with distraction play. Despite repeated hospital admissions, she learnedt to be positive. The hospital play service offered Lo Lo a positive experience in hospital, which not only was conducive to overcoming her fear of medical procedures, but also helps her to grow up in a holistic manner.

當7歲的盧盧第一次被送往醫院時,她覺得那裡的環境很陌生,感到相當不安。我們的醫院遊戲師陪伴她進入治療室,利用遊戲轉移她的注意力,幫助她面對醫療程序。儘管後來她需要多次入院治療,但她變得積極。醫院遊戲服務為盧盧帶來一個正面的醫療體驗,不僅克服了她對醫療過程的恐懼,更讓她身心成長起來。

In 1994, Playright pioneered the Hospital Play Service for children in hospital. This service is needed by almost all hospitalized children, typically extends to supporting their family and should therefore be an integral part of any paediatric hospital/ward. Other proven benefits include promoting better staff-patient relationships and improved recovery rates. Hospital play services are provided by qualified hospital play specialists who are specifically trained in identifying the psycho-social needs of hospitalized children and their families and addressing these with a variety of play skills at different levels of depth.

This year, with generous support from the community, we have been providing various newly developed projects for hospitalized children with different illnesses, while providing direct services in the wards with Hospital Play Specialists stationed in Princess Margaret Hospital and Caritas Medical Centre:

1994年,智樂為住院兒童引入醫院遊戲服務。其實幾乎所有住院兒童都需要此項服務,而且服務對象通常涵蓋病童家屬,因此 醫院遊戲服務是任何兒科醫院或兒科病房不可或缺的一環。醫院遊戲服務還可促進工作人員與病人之間的關係和加速康復進 度。此項服務由受過專業訓練的醫院遊戲師提供,採用各種遊戲技巧,在不同層次應對住院病童及家屬的心理和社會需要。

今年,我們得到社會的大力支持為患上不同疾病的住院病童提供了各種新的服務,同時在瑪嘉烈醫院及明愛醫院的兒童病 房長駐醫院遊戲師直接提供服務:

Supporters 支持者

The Community Chest 香港公益金

Drs Richard Charles & Esther Yewpick Lee Charitable Foundation through HSBC Trustee (HK) Ltd (Drs Richard Charles & Esther Yewpick Lee Charitable Foundation 透過滙豐信託 (香港)有限公司) Mr and Mrs Ho Yau Lung 何猷龍先生及夫人

Hopewell Holdings Limited 合和實業有限公司

Li Ka Shing Foundation 李嘉誠基金會

Melco Group 新濠集團

Partnership Fund for the Disadvantaged (PFD) 攜手扶弱基金



Visiting Child Patients' Homes 病童家訪

The one-year project [讓腎科病童 樂在遊戲中] was one of the most memorable ones in 2011/12. With the support from Love Idea Love HK programme, family outings and home visits to children with renal diseases and their families were the highlights of the project, aiming to resume quality play opportunities for these ill children as well as empowering their families' competencies in play.

為期一年的「讓賢科病童 樂在遊戲中」計劃是2011/12年度最令人難忘的活動之一。得到「Love Idea Love HK集思公益計劃」的大力支持,此項目為腎病兒童及他們的家庭進行戶外遊戲和家訪,持續為患病的小朋友帶來歡樂和關懷,並引導他們的家人利用遊戲與病童相處。



Young People are carrying the Message of Hospital Play to community

青年大使宣揚醫院遊戲

The Hospital Play Youth Ambassadors Group was set up in February 2011 and has worked very hard in its first busy year, including the attendace at the Chief Executive Candidates' Forum, organizing playdays for hospitalized children, and attending various of Playright's important occasions to promote hospital play. All these efforts were aiming at getting more recognition for the importance of hospital play for our next generations and fulfilling our dream of having the service in all hospitals serving children.

「醫院遊戲青年大使團」於2011年二月成立,首年工作已很繁忙,包括參加行政長官候選人論壇、為住院兒童舉辦遊戲日及參加智樂推廣醫院遊戲服務的各大活動。這些工作的目的是增加社會對醫院遊戲重要性的認同,實現我們為所有醫院病童提供醫院遊戲服務的夢想。

PLAY for children with special needs 為有特殊需要的兒童提供遊戲

It is a well-known fact that play is an integral part of the development for all children, especially for children with special needs. Play assumes an even more crucial role for children with special needs on one hand in helping them to learn and to explore the external world where he or she is living, and on the other hand in resuming their equal rights and opportunities to play as other children. With the support from the community, we were keen this year in letting everyone know that Play should be for all. This year, we provided play service for more than 20 special schools in Hong Kong.

眾所周知,遊戲是所有兒童成長的一個組成部分,尤其是有特殊需要的兒童。遊戲對有特殊需要的兒童更為重要,一方面遊戲可幫助他們學習和探索外間的世界,另一方面讓他們與其他孩子一樣有平等的權利和機會投入遊戲。得到社會的支持,今年我們仍然希望讓大家知道遊戲應該是每個人都有權享受的。

Supporters 支持者

Shinewing (HK) CPA Ltd 信永中和(香港)會計師事務所有限公司 Caritas Lok Jun School 明愛樂進學校



「Play for All」遊戲日

This is the second year for Shinewing to support Playright's Play for All Playday organized in October. The focus for the programme this year was to show adults how free play can happen for children with special needs. More than 1,000 children and their caretakers participated in this event.

信永中和會計師事務所支持智樂在2011年10月舉辦第二屆「Play for All」遊戲日。 今年活動的重點是向成年人展示自由遊樂對有特殊需要的兒童是多麼重要。超過 1000名兒童及其照顧者參加了此次活動。今年,我們為20多間特殊學校提供遊戲 服務。



A school invited us to design and organize play sessions for their students with autism and to integrate play into their learning curriculum.

學校邀請我們為他們的學生設計遊戲課堂,讓自閉症兒童在學校享受遊戲機會。

PLAY for children from low income classes 為低收入家庭的兒童提供遊戲

Play should not be something luxurious, expensive or special, which becomes the privilege of children from well-off families. Instead, it is something coming from the inner-heart of every child. Despite the day-to-day challenges faced by children from low-income families, Playright is keen to empower them in play and creativity which may be implemented at little or even no cost.

遊戲不應是一種奢華、昂貴或特殊的東西,也不應是富裕家庭孩子擁有的特權。相反,遊戲是發自每一位兒童內心的東西。儘管低收入家庭的兒童每天都要面對著生活上的各種挑戰,智樂致力於賦予他們享受遊戲的權利和發揮創意的機會,令父母知道遊戲可以很簡單及不需花費。

Supporters 支持者

Partnership Fund for the Disadvantaged (PFD) 攜手扶弱基金

Tesco

Play Concept Ltd. 建樂康體設備有限公司

Fiducia Management Consultants



Reaching out to Tin Shui Wai with the Magic of Play 游戲在天水圍放異彩

We kicked off the "Play Builds Family Project" in Tin Shui Wai. This project continued our sustainable efforts to promote the well-being of families in this district through play since 2001 by empowering parents to be play leaders. Due to its success we plan to organize a community play day for the families in Tin Shui Wai in the coming June.

「親親遊戲家計劃」在天水圍展開,旨在延續智樂自2001年以來透過遊戲並由家長領導遊戲來促進該區家庭的福祉。由於計劃相當成功,我們計劃在明年6月為天水圍的家庭舉辦一個社區遊戲日。

With the kind support from different companies, we have resources to provide opportunities for children from low income families to join our environmental play service.

得到不少機構的支持,我們有資源讓低收入家庭參加大自然遊戲活動。

Bringing Families back to Nature 帶領家庭回歸大自然

Today, a child's life after school usually means attending learning classes and indoor playgroups. All of which have value, but leave children with very little free time. Considering that children deserve to have frequent and varied opportunities for play outdoors, Playright was determined to encourage and support people and organizations working together to reconnect our children with nature. Unlike ordinary playground equipment, which responds the same way every time it is used, nature changes and provides challenges to our children. These "no rules" play spaces are provided to encourage imaginative play and re-connect children more deeply with nature and being outdoors.

現今小朋友的課餘時間一般都是參加學習班和室內遊戲小組。這些活動都具有價值,但卻令到小朋友缺少 自由時間。考慮到兒童應該有頻密及多元化的戶外遊戲機會,智樂決定與社區團體及家庭 共同努力,把我們的孩子重新帶到大自然。一般遊樂場的設施每次的玩法都是千篇一律的,而大自然卻變化多端,為小朋友帶來不同的挑戰。在這些「沒有規則」的遊戲空間可以進行很多富有想像力的遊戲,並透過戶外活動把小朋友重新融入大自然。

Supporters 支持者

Melco GROUP 新濠集團 The Community Chest 香港公益金



Children in local communities in need of diverse play opportunities

社區家庭的兒童,需要多元化的遊戲



Playmobile – bringing temporary playgrounds to the communities 遊樂車 — 為社區提流動遊樂場

By deploying Playright's Playmobile, a specially adapted large van, we can swiftly transform an ordinary outdoor open space into a quality and safe playground. This service particularly benefits districts where outdoor play facilities are in short supply. It also encourages parents and the community at large to understand and press the case for outdoor playgrounds in such districts.

智樂遊樂車是一部經過特別改裝的大貨車,當駛進特別缺乏戶外遊樂設施的地區時,可以將一個平凡的戶外空間迅速地變成一個優質和安全的遊樂場。同時,可藉此推動家長及社會大眾關注這些地區需要為兒童提供室外遊樂場的訴求。

Supporters 支持者

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

Home Affairs Department 民政事務總署 Health Care and Promotion Fund 健康護理及促進基金



Encouraging Play Ideas from Children

鼓勵兒童發揮遊戲創意

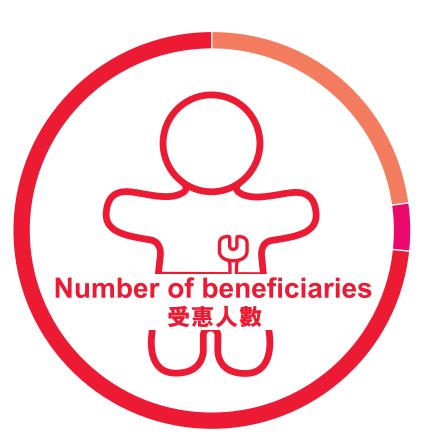
Sponsored by Great Eagle Holding Limited, Hong Kong's first territory-wide contest for creating play ideas with tissue paper rolls for kindergartens was organized this year. We believe that every child is creative and can enjoy play with everyday materials. We received more than 200 entries in this contest which finished with a public exhibition of the finalists' entries in Citibank Plaza displaying their creativity and playfulness.

由鷹君集團有限公司贊助,首個廁紙卷遊戲設計比賽今年在全港幼稚園舉行。我們深信每一位兒童都擁有豐富創意,而日常生活中的任何物品都可以成為玩意。結果我們收到超過200份作品,其中入圍作品在花旗銀行大廈公開展覽,展示出小朋友的無限創意和玩味。



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

107,269



PlayScope

滙豐智樂遊戲萬象館

33,758

Playwork Training and Development Projects

遊戲工作培訓及 發展計劃

5,643

PlayScope – supporting parents to be Children's playmates

滙豐智樂遊戲萬象館-鼓勵家長成為孩子的玩伴



"I have been inspired and am amazed at the power of messy play. Now I agree play is important for my girl", said a parent member of PlayScope, who has joined the playgroup of PlayScope, during the interview in the RTHK TV programme "天下父母心".

「我對污糟貓遊戲令人啟發的力量感到驚訝。現在,我相信遊戲對我的女兒很重要。」一名參加了滙豐智樂遊戲萬象館遊戲小組的家長在接受香港電台電視節目《天下父母心》的 採訪時說。

2011/12 was another important year of development for PlayScope as Playright's Executive Committee decided to turn it into Playright's first social enterprise project from April 2012. With the support from HSBC, an 8-month programme "Playing into the Future" was launched in the summer of 2011. This programme has helped to continue PlayScope service provision for families and the community.

由於智樂執行委員會決定從2012年四月開始把滙豐智樂遊戲萬象館改變為智樂的首個社會企業項目,2011/12年度是遊戲萬象館發展的另一重要階段。在滙豐銀行的支持下,為期八個月的「Playing into the Future」計劃在2011年夏季推出,繼續為家庭及社區提供服務。

Supporters 支持者

Bally Wong 黃林趣玲

Howard Ling 凌浩雲

Lichi Charitable Foundation 勵志慈善基金 Community Investment and Inclusion Fund 社區投資共享基金

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

KF Ho 何錦輝 Home Affairs Department

民政事務總署

HSBC and its Hongkong Bank Foundation 匯豐銀行及匯豐銀行慈善基金



遊戲是構建社區和家庭的資源



We believe that the magic of play can build social capital. Accordingly, a two-year project building relationships between the elderly and children across families and between parents and child in Tai Po was successfully completed by February 2012. After the completion of the project, children, parents and grandparents of the district enrolled as our PlayScope Play Volunteers to help promote the idea that children's play is evolving and passed on from one generation to the next.

我們深信遊戲能夠發揮建立社會資本。因此,在2012年二月成功地完成了一個為期兩年的項目,讓在大埔區的長者、兒童、父母和子女等家庭成員之間建立良好關係。該項目完成後,區內不少子女、父母和祖父母一同登記成為遊戲萬象館的遊戲大使,幫助推動兒童遊樂不斷發展並可代代承傳的理念。

Playright Training Courses – Hospital Play, Playwork, Environmental Play and Playground Safety

智樂培訓課程 - 醫院遊戲、遊戲工作、大自然遊戲及遊樂場安全

Since 1993, Playright has been offering a variety of different training opportunities. All training activities are specially designed with the needs of the users in mind.

Our training targets include different organizations, associations, schools, hospitals, government departments, public and private organizations in Hong Kong, Macau and China. The overall goal is to enable participants to enhance and apply their professional play knowledge to their work and even their daily lives.

自1993年起,智樂已提供了多種不同的培訓機會。所有培訓活動都經過專門設計,充份照顧到學員的需要。智樂的培訓對象包括在香港、澳門及中國內地的不同組織、團體、學校、醫院、政府部門、公共及私營機構。總體目標是讓學員提升自己的專業遊戲知識並運用到他們的工作甚至日常生活中。

Supporters 支持者

Chen Yat-sen Family Foundation 陳一心家族基金會

HKCSS Institute

International Playground Safety Institute (USA美國)

The Community Chest 香港公益金

HKU SPACE 香港大學專業進修學院 Common Threads Training Company (UK英國)

Institute of Advanced Learning 香港專上教育學院

Playground Safety

遊樂場安全課程

- To achieve our strategy of changing professional practice in play, we conducted the second Certified Playground Safety Inspection Induction Course in partnership with the LCSD in October. This is a very important contribution to safeguard the safety compliance for the majority of public playgrounds in Hong Kong.
- We extended our playground design and safety foundation programme to the Macau Government in November.
- We successfully held the 3rd Certified Playground Safety Inspection (USA) course in December for LCSD technical staff, play equipment suppliers, freelance designers, and play centre directors.
- 為了實現我們想改善現時遊戲專業的運作,我們在十月與康樂及文化事務署合作舉辦了第二個遊樂場安全檢查基礎課程,對確保香港大部分公眾遊樂場符合安全標準作出重大貢獻。
- 我們在十一月向澳門特別行政區政府推展遊樂場設計及安全基礎課程。
- 我們在十二月成功為康樂及文化事務署技術人員、遊戲設備供應商、設計師及遊戲中心 主任舉辦了第三屆遊樂場安全檢查課程(美國)。





Playwork Course

遊戲工作課程

Another major milestone of our development of training courses was to conduct the first Certificate in Playwork in Putonghua. This course further strengthened our commitment to promote the importance of play and also serve a wider Chinese community including China, Taiwan and Macau.

We also conducted the first Diploma course this year for those who had previously completed the Certificate one. This course provision will further help develop and train more playwork practitioners locally who will play important roles in different disciplines to serve children

首次以普通話教授遊戲工作證書課程是智樂發展培訓課程的另一重要里程碑。這個課程進一步加強了智樂對推廣遊戲重要性的承擔,並為大中華社會包括內地、台灣及澳門服務。

智樂今年還為完成了證書課程的學員舉辦了首個文憑課程,進一步幫助發展和訓練更多本 地遊戲工作從業員,使他們在不同範疇為兒童服務扮演重要角色。



Hospital Play Course

醫院游戲課程

We continued our partnership with HKU SPACE in organizing the Foundation Certificate Course for Hospital Play Specialists this year with an overwhelming number and variety of enrolments. Recognition from different professional sectors is important for the development of the Hospital Play Service. To further strengthen this strategy, we have developed different courses and training workshops for a wide variety of audiences so that the skills and knowledge of this subject matter will highly equip different professions. Consequently, this year, we provided training through universities, hospitals, and community organizations.

今年智樂繼續與香港大學專業進修學院合作舉辦醫院遊戲師基礎證書課程,來自不同背景的報讀人士眾多。得到不同專業領域的認可對醫院遊戲服務的發展至為重要。為了進一步強化這個策略,我們已經為各類學員開展各式各樣的培訓課程和工作坊,以便不同界別的專才都能裝備這方面的技能和知識。因此,今年我們通過大學、醫院和社區組織提供了多種培訓項目。

Sharing Toy Library management wisdom in the Community 在社區分享玩具圖書館的服務管理智慧

Playright continued its 8th year to undertake the management and operation of the Toy Library in the Hong Kong Central Library in Causeway Bay. Toy Library provision is important for our community. Therefore, during this year, our team visited several newly-established community toy library projects of social service organizations and exchanged lots of management and operation experience with each other.

智樂已是連續第八年承辦在銅鑼灣的香港中央圖書館的玩具圖書館的管理及營運服務。在社區提供玩具圖書館服務是很重要的。因此,在過去一年,我們的團隊走訪了幾家由社會服務機構新成立的社區玩具圖書館,互相交換了很多管理和營運的經驗。

Supporters & working partners 支持者及合作伙伴

Leisure and Cultural Services Department 康樂及文化事務署 Taiwan Toy Library Association 台灣玩具圖書館協會





Our staff joined the International Toy Library Symposium in Taiwan, which is organized by the Taiwan Toy Library Association. In the symposium, we shared the Hong Kong experience in developing Community Toy Libraries as important play projects to safeguard the play opportunities for children and their parents.

智樂的團隊參加了由台灣玩具圖書館協會舉辦的台灣玩具圖書館國際 研討會。在研討會上,我們與大家分享香港的經驗,以發展社區玩具 圖書館作為重點項目來保障兒童及家長的遊戲機會。



Playground equipment checked 遊樂場設施 檢查數目

92



Play settings designed/renovated in schools and organizations 為學校及團體設計或改善遊樂場數目

15

PLAY ENVIRONMENTS – Safe sites for creative children 遊樂環境 - 為兒童創建安全的遊樂場

One of the core activities this year to help develop and create high play value spaces for children in Hong Kong was to provide a comprehensive Play Environment Consultancy Service. Evaluating and analyzing a venue with a view to exciting and new space designs is very important for playground providers. In 2011/12, we conducted many play space design reviews, safety assessments and inspection programmes for different sectors, including shopping malls, government's public playrooms, special school playgrounds /playrooms, residential estate's playgrounds/playrooms, and clubhouse playgrounds/playrooms.

We also successfully introduced a new mechanism for playground providers/operators, such as schools, to assess the play value of the playground suppliers' proposal on playground provision. This Play Value Assessment Tool has been well received in 3 projects this year, including a special school, a private resident estate and a project in Macau.

提供全面的遊樂環境顧問服務為本港兒童成長和創造高遊戲價值空間是智樂今年的核心活動之一。評估和分析一個場地讓新空間的設計更合適兒童對遊樂場管理單位是非常重要的。在2011/12年度,我們替不同界別包括商場、政府公共遊戲室及特殊學校、屋苑及住戶會所的遊樂場及遊戲室進行了許多遊樂空間設計檢討、安全評估及檢查。

我們還成功地為學校等遊樂場管理或營運單位引入了一個新的機制,用來評估遊樂場供應商對遊樂場設備所提供建議的遊戲價值。這個遊戲價值評估工具今年已應用在三個項目上並得到好評,包括一所特殊學校、一個私人屋苑及一個澳門項目。



These are the projects this year contributing to a more child-friendly city: 今年進行了以下項目使香港邁向一個更與兒童友好的城市:

- 1. Domain, Yau Tong Phase 4 Shopping Centre 油塘邨重建計劃第四期「大本型」商場
- 2. Pak Tsz Lane Park 百子里公園
- 3. Children's Corner in New LegCo Complex 新立法會綜合大樓兒童閣
- 4. CP4 of 101 The Repulse Bay 淺水灣道101號淺水灣花園大廈CP4
- 5. Lions Rise 現崇山
- 6. L9 Megakids, Megabox Megabox L9 Megakids
- 7. SAHK Jockey Club Elaine Field School 香港耀能協會賽馬會田綺玲學校
- 8. Hong Chi Morninglight School, Tuen Mun 匡智屯門晨曦學校

Last but not least, the proposed Centre of Excellence in Paediatrics should be a child-friendly and family-friendly hospital where the play needs of the patients are fully addressed. In July, we organized a meeting with Ms Vivian Cheung, Principal Assistant Secretary (Health) of Food and Health Bureau and Ms Lily Chiu of Hospital Authority to share our observations during our visits made to children's hospitals in Chicago and London.

最後,建議中的兒童專科卓越醫療中心應該是一個與兒童和家庭友好的醫院,能夠完全滿足到病童的遊戲需要。今年七月,我們與食物及衛生局和醫院管理局的負責同事會面,分享我們探訪倫敦及芝加哥兒童醫院的所見所聞。

- 9. Imperial Cullinan 瓏璽
- 10.The Stanley Plaza 赤柱廣場
- 11.Sheung Tak Shopping Centre 尚德商場
- 12.BomCity@airport 木棉寶堡機場體驗計劃
- 13.On Shing Terrace, Taikoo Shing 太古城安盛台
- 14.Happy Valley Clubhouse, HKJC 香港賽馬會跑馬地會所
- 15.The Manhattan 曼克頓花園



YOUR EFFORT - helping to create PLAY

你的支持 — 與我們一起創造遊戲



Playright Charity Gala Dinner 2011

智樂至善宴

This year we organized a Gala Dinner on 15 September 2011; our theme for this gala – Colour My Life. We would like to extend our gratitude to all sponsors, donors and supporters to make this dinner a success. We raised HKD\$1,008,000 for our Hospital Play Service.

今年我們於九月十五日舉辦以'Colour My Life'為主題的至善宴,共為醫院遊戲服務籌得\$1,008,000港元善款。今次至善宴的成功,實有賴各捐助者的支持。

Diamond table sponsors

Hopewell Holdings Limited
HSBC
Parks Supplies Company Limited
Mr Franky Choi
Mrs Joanna Hotung & Kids' Gallery
Dr Maggie Koong & Victoria Charitable Trust Fund

Gold table sponsors

Victoria Nursery & Kindergarten Parent-Teacher Association Mr & Mrs Brandon Chau Ms Maria Chu & Alpha Appliances Limited Ms Anita Ma

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Hong Yip Service Co. Ltd Kids' Gallery Onshine Holdings Ltd Dr Tsao Yen Chow

Special thanks to

Ken Chan
Cass Phang
Click Music
Aaron & Brendan Chan
Lily Hong

Mr & Mrs Roy Kuan
Ms Elina Lee & Pacific Dental Care
Ms Michelle Liu & Peegaboo Parenting Group
Mrs Anne Marden
Ms Paula Mok & Redford Charitable Foundation
Ms Gigi Pang
Mrs Cindy Tang & ABC Pathways School

Ms Esther Ma & friends
Ms Gigi Pang
Mrs Bally Wong & ABC Pathways School
Mr & Mrs Ernest Tsang

Mrs Anne Marden
Dr Alfred Tam
Mr and Mrs David Tang
Ms Amy Tso
Mr Steven Ying

Bob Lamb and Jake Lamb Cloe and Jae Lamb Alex Lee Markus Tang Grace Tin Hazel and Nicole Wong





Walking on Air for Playright 2012

智樂快樂行2012

The event was held successfully on 26 February 2012 at Cyberport to raise around HK\$650,000. Thanks to every single individual, corporate partner and supporting organization as listed below.

快樂行於二月二十六日成功地在數碼港舉行,共籌得\$650,000港元.,我們向以下個人及企業伙伴致上衷心謝意。

<u>Diamond Sponsor</u> Kingfisher Asia Ltd

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Supporting professional bodies

Association of Private Eye Surgeons of Hong Kong Hong Kong Orthopaedic Association Hong Kong Paediatric Nurses Association

Supporting Groups

AECOM Asia Company Limited Auxiliary Medical Service Cell Therapy Technologies Centre Limited Commercial Radio Interactive, Hong Kong Toolbar



Moreky Gift and Stationery Co. Ltd Nutriworks Limited Pizza Hut Hong Kong Victoria Nursery and Kindergarten PTA Y Water

Hong Kong Paediatric Society Hong Kong School Nurses Association Paediatric Neurology Association of Hong Kong School of Nursing, The Hong Kong Polytechnic University

Hysan Development Co. Ltd Sanofi Aventis Hong Kong Ltd Volunteer Group, Hong Kong Christian Service Yick Fung Printing Co



Kids' Gallery Family Fun Day (April 2012)

兒童藝廊家庭遊戲日

Kids' Gallery donated HK\$150,000 to Playright of on-day registration fees on 15 April 2012 at Cyberport to support our service for children who are denied play due to illness, poverty or disability.

兒童藝廊慶祝成立十五周年,除了捐款\$150,000港元外,還於四月十五日在數碼港舉辦遊戲日,當日所有報名費也全數捐出以支持我們多項遊戲服務,本會心感謝意。



Kids' Gallery Co Ltd

Kingfisher Asia Limited

Caring Company 2011/12 商界展關懷 2011/12

Congratulations to all the companies that have been awarded the logo by the Hong Kong Council of Social Service. We would like to thank them for their support to help promote the value of play for children in the year 2011/12.

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。

ABC Pathways School
Antalis (Hong Kong) Limited
Bom City Limited
Cell Therapy Technologies Centre Ltd
Ear. Nose & Throat Centre of Hong Kong Limited
ENT Laser Hearing & Speech Therapy Centre
Fiducia Limited
Gloss Mind Sports International Ltd
The Great Eagle Development and Project Management
Limited
Great Eagle Holdings Limited
The Hongkong and Shanghai Banking Corporation Ltd
Hopewell Highway Infrastructure Ltd
Hopewell Holdings Limited
Hyatt Regency Hong Kong, Tsim Sha Tsui

Learning Plus Language Centre
Mayer Brown JSM
Melco Group
Music Motion Dance Academy Limited
NutriWorks Ltd
Parks Supplies Company Limited
PBL Leaders Ltd
Peegaboo Corporation Limited
Play Concept Ltd
Prestique Limited
Sanofi-aventis Hong Kong Limited
ShineWing (HK) CPA Limited
Shun Tak Property Management Ltd
Strong Dynamic Limited
Toptech Co. Limited
Tungtex (Holdings) Co. Ltd



Our Long term partner 我們的長期伙伴

We would like to express our gratitude to the following organizations, individuals and groups. 智樂向以下團體及個人善長致以衷心謝意。



















The Marden Foundation Limited



Mr and Mrs Ho Yau Lung







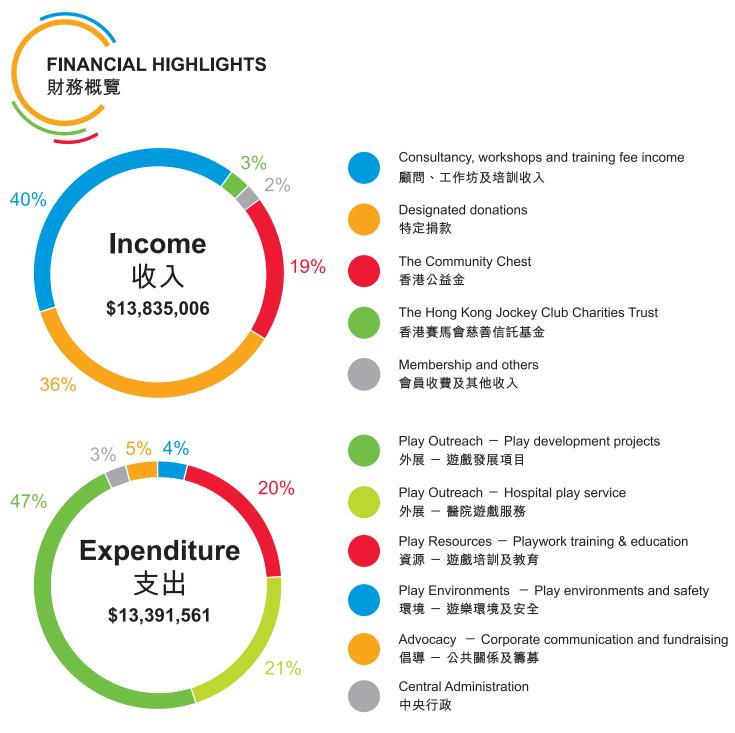
Other Donors 其他捐款團體

Best Travel Services Co Ltd British Medical Association Discovery Bay Commercial Services Ltd HSBC Trustee (Hong Kong) Ltd Itsmagical Hong Kong Ltd Madia Properties Ltd
Ma Belle Jewellery Co. Ltd
Ma On Shan Ling Liang Church
Kindergarten
Tesco International Sourcing Ltd

Individual donations of HKD1000 or above for general purposes 為一般用途而捐款達1,000港元或以上之個人善長

Andrew Au Chan Yin-fat Chan Wai-kwong Jennifer Edwards Natasha Fok Hsu Nga-mui Lam Fong-wing

Lee Suet-yim
Leung Kun-hang
Ling Tze-leung
Mo Chi-shing
Tsang Ching-cheung
Wong Shuk-man
Wong Yuet-ming



Statement of income and expenditure

收入及支出一覽

截至2012年3月31日止年度 For the year ended 31 March 2012

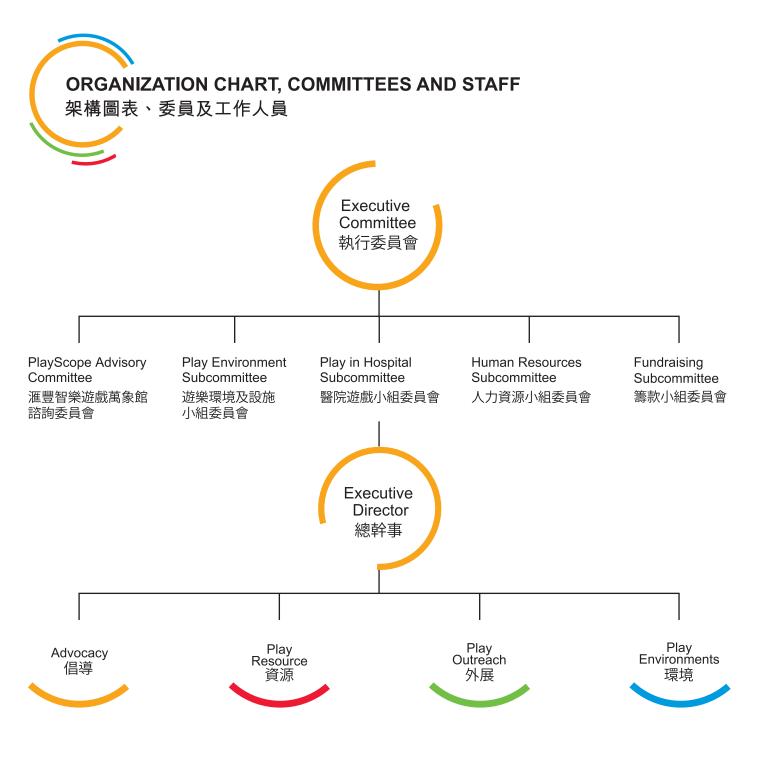
Statement of financial position

財務狀況報表

於2012年3月31日 As at 31 March 2012

Income 收入 The Community Chest	HK\$ 港幣	Assets 資產 Non-current assets	HK\$ 港幣
香港公益金 Designated donations 特定捐款 Consultancy, workshops and training fee income 顧問、工作坊及培訓收入	2,688,578 4,992,851 5,587,160	非流動資產 Plant and equipment 設備及器材 Current assets 流動資產	6,453
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	354,663 211,754	Accounts receivable 應收款項 Prepayments and deposits	2,060,114
Total income 總收入	13,835,006	預付款項及按金 Bank balance and cash on hand 銀行存款及現金	2,578,996
Expenditure 支出	HK\$ 港幣	Total assets 總資產額	5,268,286 <u>5,274,739</u>
Advocacy 倡導 Corporate communication and fundraising 公共關係及籌募	629,673	Funds employed 資金來源	
Play Resources 資源 Playwork training & education 遊戲培訓及教育	2,652,128	Charitable reserve 慈善儲備 Capital expenditure fund reserve 資本開支儲備	2,210,445 10,234
Play Outreach 外展 Hospital play service 醫院遊戲服務 Play development projects	2,805,609	Total fund 資金總額 Current liabilities	2,220,679
遊戲發展項目 Play Environments	9,169,293	流動負債 ————————————————————————————————————	1,346,767
環境 Play environments and safety 遊樂環境及安全	517,766 ——————————————————————————————————	應付款項及應計費用 Receipts in advance 預收收入	1,311,014
Administration 行政	422,701	Non-current liability 非流動負債	2,657,781
Total expenditure 總支出	13,391,561	Provision for long service payments 長期服務金撥備	396,279
Surplus 盈餘	443,445	Total funds and liabilities 總資金及負債額 –	5,274,739

總資金及負債額



Patron

Dr Rosanna Wong Yick-ming, DBE, JP

Honorary President

Anne Marden, BBS, JP

Honorary Legal Advisor

Mary Ahern

Auditor

ShineWing (HK) CPA Ltd

Honorary Advisor

Denny Chan Jane Lau

Executive Committee

Dr C B Chow, BBS, JP Chairperson

Vice Chairperson K F Ho

Hau Yee-mann Dr Yvonne Becher Sabrina Lee Choi Dr Maggie Koong

K T Lai (until August 2012)

Flina Lee Michelle Liu

Sheila Mair (on leave) Anne Marden, BBS, JP Dr Raymond Ngan

Nora Yau, MH, JP

Kathy Wong

Play Environment Subcommittee

Chairperson Sheila Mair (on leave) Sabrina Lee Choi Dr Maggie Koong Ex-officio Kathy Wong

Play in Hospital Subcommittee

Ex-officio

Chairperson Dr Yvonne Becher

Pamela Chan (until July 2012) Dr C B Chow, BBS, JP

Chris Yuen

Grace Chung K F Ho

Joanna Hotung

Carol Lo (from July 2012)

Anne Marden, BBS, JP

Dr Ko Po Wan

Sandie Wong Blondi Kwok Anton Wan

Kathy Wong

Human Resources Subcommittee

K T Lai (until August 2012) Chairperson

Hau Yee-mann Dr Raymond Ngan Nora Yau, MH, JP

Ex-officio Elisa Lee Ex-officio Anton Wan Ex-officio Kathy Wong

PlayScope Advisory Committee

Chairperson K F Ho

Dr Raymond Ngan

Anton Wan Kathy Wong Potato Yu

Fundraising Subcommittee

Sabrina Lee Choi Co-Chairperson Dr Maggie Koong Co-Chairperson Vice Chairperson Joanna Hotung

Vice Chairperson Michelle Liu (Co-chair of Gala Dinner

Organizing Committee 2012)

Alison Chan Joanna Hotung Shirley Kuan Cindy Lam Elina Lee

Veronica Leung

Vivian Li Anita Ma Esther Ma Paula Mok Gigi Pang

Organizing Committee 2012)

Dr Louise Wona

Aby Chau Kathy Wong

Staff List as at December 2012

Management Team

Executive Director Kathy Wong Assistant Director Anton Wan

Manager (Corporate Communications & Play Training) Aby Chau

Manager (Community & Hospital) Blondi Kwok Manager (Outreach & Resources) Potato Yu

Accounting Manager Monica So

Assistant Manager (HR & Special Projects) Elisa Lee

Hospital Play Service

Senior Hospital Play Specialist Pony Kong Hospital Play Specialist (I) Tammy Chui Hospital Play Specialist (I) Karen Lau Hospital Play Specialist (I) Gloria Wong Hospital Play Specialist (II) Ava Chan Hospital Play Specialist (II) Cat Pong

Play Environment

Senior Play Environment Designer Chris Yuen

Play Training

Senior Playwork Training Specialist Ada Wong

Playworker Jasper Siu Playworker Kristy Yu

Environmental Play Project

Senior Play Officer Min Sham Playworker Jelly Chow

Play Project Development

Play Project Development Officer Florence Chiu

Playworker Wayne Chuah

Mobile Play Project

Play Officer Victoria Tang
Playworker Panda Hung

Inclusive Play Project

Project Officer See Chun-kong

PlayScope

Business Officer Veronica Chow Play Officer Christy Cheung Play Officer Bonnie Wu Play Assistant (I) Man Kam Tung

PlayScope Assistant Clara Lai
Centre Assistant (Part-time) Hung Chui-wo

Toy Library in Hong Kong Central Library

Senior Project Supervisor
Project Supervisor
Supervisor (I)
Supervisor (II)
Supervisor (II)
Supervisor (II)
Joyce Fung
Grace Ngan
Ann Lau
Eva Lam

Toy Library Assistant (I) Wong Pui-yeung

Toy Library Assistant (II) Tony Chan Toy Library Assistant (II) Idy Cheung Toy Library Assistant (II) Helen Chong Toy Library Assistant (II) Abby Kwan Toy Library Assistant (II) Connie Lau Toy Library Assistant (II) Elmer Lui Toy Library Assistant (II) Toy Library Assistant (II) Toy Library Assistant (II) Carol Yeung

Corporate Communications

Senior Corporate Communications Officer Rebecca Lee

Finance

Accounts Assistant Elke Yang

Central Administration

Administration Officer Emily Ngau Cleaner (Part-time) May Tso



18A, Block F, 3 Lok Man Road, Chai Wan, Hong Kong 香港柴灣樂民道3號F座18樓A室 Tel 電話 (852) 2898 2922 Fax 傳真 (852) 2898 4539 info@playright.org.hk www.playright.org.hk www.playscope.org.hk





