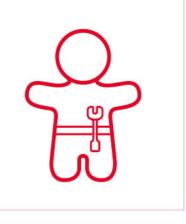
# 智 playright









ANNUAL REPORT 年報 2012/13

#### ABOUT PLAYRIGHT 關於智樂

Playright Children's Play Association (Playright) was established in Hong Kong in 1987. Twenty-six 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 team is even more firmly committed to strengthening each area of our commitment to play. Through a fourfold approach – Advocacy, Resources, Outreach & Environment and three professional hubs – Play and Playwork, Play Environments and Hospital Play – 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)於1987年在香港成立。二十六年前,當大部分香港人仍未重視遊戲時,智樂便努力不懈,幫助 社會各界認同遊戲的價值。我們深信透過遊戲能讓兒童擁有豐盛的生命。因此,我們鼓勵兒童遊戲,為他們的生活帶來 改變,讓社會大眾明白優質遊戲能照顧到兒童成長中的各項關鍵需要。

時至今天,智樂團隊將繼往開來,致力實践我們的承諾,並透過「倡導」、「資源」、「外展」及「環境」四個工作領域 以及「遊戲工作」,「遊樂環境」及「醫院遊戲」三個專業範疇,讓香港及亞洲的兒童開<u>啟潛能,掌握未來。</u>

#### OUR BELIEF 我們的信念

Play is the right of every child. 遊戲是每個兒童的權利。

#### WHY CHILDREN PLAY? 兒童為什麼喜歡遊戲?

Play is a fundamental and vital dimension of the pleasures of childhood. It is an essential component of children's development. 遊戲是童年歡樂的一個基本、不可或缺的元素,也是兒童成長中的重要組成部分。



#### ADVOCACY 倡導

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

提高社會對遊戲的重視及其 價值的認同

- Speaking up for Children 為兒童發聲
- Exchanging Play Knowledge 遊戲知識交流
- Development and Research · 發展與研究



#### PLAY RESOURCES 資源

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

提供遊戲培訓、意念及知識, 令遊戲無處不在

- Play Training 遊戲培訓
- Playright PlayScope 智樂遊戲萬象館



#### PLAY OUTREACH 外展

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

在兒童成長的環境中,包括學校、家庭、醫院及社區,創造 遊戲機會

- · Hospital Play Service 醫院遊戲服務
- Playright Playmobile 智樂遊樂車
- Services for Needy Children 為有需要的兒童提供服務
- Environmental Play 大自然遊戲



#### PLAY ENVIRONMENTS 環境

We provide consultancy services to support play facilities providers and professionals to deliver accessible, fun and safe play spaces for all children and their families.

提供遊樂環境顧問服務以協助 遊樂場地提供者及相關專業人 士,為兒童及其家庭建設方便、 有趣及安全的遊樂空間

- Playable Space Design 遊樂空間設計
- Play Space Design Review 遊樂空間設計檢閱
- Play Safety Assessment and Playground Safety Inspection 遊戲安全評估及遊樂場安全 驗查

# CHARACTERISTICS OF PLAY 遊戲的特質









Children's play is any behavior or process initiated, controlled and structured by children themselves. Play is driven by intrinsic motivation and undertaken for its own sake, rather than as a means to an end. It may take infinite forms but the key characteristics of play are fun, uncertainty, challenge, and flexibility.

兒童遊戲是任何由兒童自發、控制和組織的行為或過程。遊戲是發自內心,是為了遊戲而遊戲,而不是為達到某種目 的的一種手段。遊戲沒有固定模式,其特點是有趣、多變、靈活和富挑戰性。



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"Playright" exactly describes our aim over the past twenty-six years. When we started, the concept of "Play" was understood as being a pastime for children as opposed to the serious business of learning and growing up. Now, to a large extent through our advocacy, the value of play is far better appreciated by both parents and teachers alike. All children and young animals play and they learn through play and to play is not a pastime – it is a right. Sadly, many of the adults who make our rules have forgotten this fact and Article 31 is often ignored in Hong Kong.

All children – the privileged, the needy, those with special requirements – all have the right to play and the aim of Playright is to fulfill that right.

「Playright」這名字清晰地表述了我們在二十六年來的工作目標。當我們剛成立時,「遊戲」這個概念被理解為兒童的一種消遣,跟學習和成長拉不上關係。時至今日,很大程度上透過我們的倡導,家長和老師們均對遊戲的價值已有更好的理解和認同。所有兒童和年幼動物都喜歡玩耍,他們通過遊戲來學習,遊戲並不只是一種消遣而是一種權利。可惜許多制訂政策規則的成年人卻忘記了這個事實,在香港,《兒童權利公約》第31條往往被忽視。

所有兒童,不論貧富或是否有特殊需要,均應享有遊戲的 權利,而智樂的目標就是實踐這一權利。





# MESSAGE FROM THE CHAIRPERSON & EXECUTIVE DIRECTOR 主席及總幹事的話 主席 周鎮邦醫生 總幹事 王見好



It gives us great pleasure to share the progress of Playright for the year 2012/13. As it happens, facing challenges has become a part of us, but we have learnt to grow along and be friends with them. The past year was no exception and there are a few major important milestones that we would like to highlight.

At the international level, the United Nations Committee on the Rights of the Child adopted General Comment no.17, on Article 31 in February 2013, stating the right of the child "to rest, leisure, play, recreational activities, cultural life and the arts". This provides us with a strong legal instrument to promote, protect and fulfill this essential right, which is often neglected. It is an opportune time for us to renew our efforts together for the promotion of play for all children at all times in all places using the General Comment 17 of UNCRC as the basis.

At the local level, our advocacy effort grew even stronger through the Cheers of Play event at Chater Road, the heart of our city. Play is the key to children's all-rounded development. They are born players, but it is the adults' responsibility to make play possible for them.

To realize their rights under Article 31 is equally true for children requiring particular attention. For Playright, our heart is with the hospitalized children and those with special needs. We are glad that the hospital play service was extended to the Pamela Youde Nethersole Eastern Hospital during the year. The Playright UNICEF Inclusive Play Project also brought further attention to the play needs of children with special needs.

There were many new initiatives showing the dedication of Playright's team to enhance the play opportunities of children. These included the community built playground, forest school,

playful classroom, and repositioning of our Play Mobile. In addition, Playscope turned into our first social enterprise. Please continue to go through this annual report to see the many achievements that have been made possible by the team.

Of course, the year was not without difficulties. In fact, we experienced turnover and unexpected long sick leave of experienced staff, but we managed to live with the challenges. We have taken this as a good opportunity to re-structure the organization and as a result have a clearer position of building Playright around the three knowledge hubs, namely Playwork, Hospital Play and Play Environment.

Besides the staff team, we are also grateful to the service partners and sponsors, whose support was essential to Playright's development. These included the Community Chest, the HSBC, the Hong Kong Disneyland, Great Eagle Holdings Ltd., Melco Group, Lichi Charitable Foundation Ltd., UNICEF Hong Kong, Chen Yat Sen Family Foundation and ShineWing (HK) CPA Ltd, Ng Teng Fong Charitable Fund. There are many more that we cannot list here one by one, but our heartfelt thanks are the same.

Last but not least, we have to thank our committee members. Their valuable guidance and unfailing support are the backbone of Playright. The active contribution of the fund-raising committee has led to the success of our Gala Dinner 2012, which has helped to significantly improve the financial condition of Playright.

In short, Playright is blessed with so many great people around. Most importantly, we share the same vision and work together to reclaim a happy childhood for our children.



我們很高興與大家分享智樂在2012/13年度的工作進展。 面對挑戰已成為我們工作的一部分,但我們學會了迎難而 上,擁抱和應對挑戰。過去一年亦不例外,我們跨越了 多個重要的里程碑。

在國際層面,聯合國兒童權利委員會在2013年2月通過了第17號一般性意見,確認兒童享有休息和閒暇,從事與兒童年齡相宜的遊戲和娛樂活動以及自由參加文化生活和藝術活動權利(《兒童權利公約》第31條)。這為我們提供了強而有力的法律依據去促進、保護和實現這一項往往被忽視的基本權利。這也締造了一個契機,讓我們以聯合國兒童權利委員會第17號一般性意見作為基礎,合力推動所有兒童何時何地都可以遊戲。

在本地層面,透過在中環遮打道舉行的「智樂遊戲萬歲日」 我們的倡導工作更見顯著。遊戲是兒童全面發展的關鍵所 在,而兒童與生俱來就喜歡和善於遊戲,成年人確有責任 為孩子們提供遊戲的機會。

讓有特別需要的兒童一樣享有《兒童權利公約》第31條的權利同樣重要。智樂特別關注住院病童和有特殊需要的兒童。我們很高興在本年度內將醫院遊戲服務擴展到東區尤德夫人醫院。「Playright UNICEF遊樂共融計劃」也喚起了香港社會對有特殊需要兒童的遊樂需要更多的關注。

我們很多新的計劃意念都顯示了智樂團隊致力提高兒童的 遊戲機會,包括「社區共建遊樂場」、「森林學校」、「 遊樂教室」,和重新定位的「智樂遊樂車」。此外,「智樂遊戲萬象館」成為了我們的首個社會企業。在年報中,大家可以看到智樂團隊在各方面所取得的成就。

當然,今年我們也遇到不少困難。事實上,我們經歷了員工流失問題以及資深員工申請長病假。然而,我們都克服了這些困難,並藉此機會進行重組,將智樂的工作清晰地建立在三大知識範疇,即「遊戲工作」、「醫院遊戲」和「遊樂環境」。

除了員工的努力外,我們還得到服務合作夥伴和贊助機構的協助,他們的鼎力支持對智樂的發展至關重要。這些團體包括公益金、匯豐銀行、香港迪士尼樂園、鷹君集團有限公司、勵志慈善基金有限公司、聯合國兒童基金會香港委員會、陳一心家族基金會、新濠集團、信永中和(香港)會計師事務所及黃廷芳慈善基金。此外,還有很多其他善長和捐助機構我們未能在此一一盡錄,我們衷心感謝他們的熱心支持。

最後,我們誠心感謝各委員會成員,他們的寶貴指導和大力 支持才是智樂的中堅力量。籌款委員會的積極努力使「智樂 至善宴2012」完滿成功,大大改善了智樂的財務狀況。

智樂慶幸得到很多志同道合、擁有共同理念的善心人士和 機構的支持和協助,一起為我們的孩子重拾一個快樂的 童年。



#### Cheers for Play - Celebrate Children's right to PLAY

#### 「智樂遊戲萬歲日」- 慶祝兒童遊戲的權利



On 18 November 2012, we initiated our flagship event "Cheers for Play 2012" at the centre of the city – Chater Road. Through this mass public event, sponsored by the Great Eagle Holdings Ltd, a platform for cross-sectional collaboration was formed to advocate the right to play for every child.

According to Article 31, United Nations Convention on the Rights of the Child (1989), everyone should recognise children's right to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts. The article was officially endorsed in November 1989, the month Playright chose to host its annual celebration of the right to play in Hong Kong.

This mass event attracted more than 5,000 children and their family members to enjoy more than 20 creative play zones. Playright and Great Eagle also supported children from deprived groups – sick children, children with special needs and children from low income class - to enjoy play on that day.

鳴謝:鷹君集團

Special thanks: Great Eagle Holdings Ltd.

我們於2012年11月18日在中環遮打道舉辦了一個大型公眾活動「智樂遊戲萬歲日2012」。這項活動由鷹君集團贊助,通過與商界的合作,建立了一個倡導每個兒童均享有遊戲權利的平台。

根據聯合國《兒童權利公約》(1989)第31條,所有人都應確認兒童享有休息和閒暇,從事與兒童年齡相宜的遊戲和娛樂活動,以及自由參加文化生活和藝術活動權利。公約第31條於1989年11月正式通過,智樂亦選擇了在該月舉辦年度慶祝活動倡導兒童在香港的遊戲權利。

這個大型活動吸引了超過5,000名兒童和他們的家庭成員 在超過20個創意遊戲區玩樂。智樂及鷹君集團特別邀請弱 勢群體包括病童、有特殊需要的兒童及低收入家庭的兒童 參加,讓他們享受遊戲。





## Play For ALL - Address the PLAY needs of children with special needs 「Play for ALL」 - 為有特殊需要的兒童解決遊戲需要

#### Playright UNICEF Inclusive Play Project 「Playright UNICEF 遊樂共融計劃」

This was one of the core activities this year to draw public attention to providing inclusive play environments for children with varying abilities. UNICEF Inclusive Play Project (the Project) is funded by the Hong Kong Committee of UNICEF. A total of 32 special schools joined the Project as our school partners. We provided play opportunities to children with disabilities in existing public playgrounds with inclusive play provisions; educated the public, professionals, and children's service providers about the vision and implementation of inclusive play through a "Play for All Symposium" and inclusive playground workshops; conducted playground users' need surveys to collect views from parents on inclusive play environments; and will work with policy makers and related government departments to introduce better mechanisms for a more inclusive society for our children. Inclusive Play Space Design Guidelines will be the last deliverable of the Project, which will be the cornerstone for sustainable development of more inclusive playgrounds in Hong Kong.

鳴謝:聯合國兒童基金會香港委員會 Special thanks: Hong Kong Committee of UNICEF 這是今年的核心活動之一,目的是吸引公眾的關注,為有不同能力的兒童提供共融遊戲環境。「Playright UNICEF遊樂共融計劃」由聯合國兒童基金會香港委員會資助,共有32所特殊學校參與計劃成為我們的合作夥伴。智樂在現有的公眾遊樂場讓殘疾兒童體驗共融遊樂設施讓他們享工,我們向社會大眾、專業人士和兒童服務工作者展述等,我們向社會大眾、專業人士和兒童服務工作者展述等,我們向社會大眾、專業人士和兒童服務工作者展述等,我們向社會大眾、專業人士和兒童服務工作者展達場方,我們這會與政策制定者和相關政府部門合作,引入更好的機制為我們的孩子創建一個更包容的社會。「共融遊樂空間設計指引」將會是該計劃的最後一項工作,指引將成為香港共融遊樂場可持續發展的基石。





#### Play for ALL Play Day 「Play for ALL」遊戲日

With support of Shinewing (HK) CPA Ltd, Play for ALL Play Day has become our annual event to address the play needs of children with special needs since 2010. Our playworkers together with the ShineWing's volunteer team conducted more than 10 tailor-made play ideas to cater for the play needs of children. A total of 19 special schools joined the event. The main theme this year was 'Say Yes to Play', whereby we encouraged caregivers and related professionals to give time and space for children to play at home or at school.

得到信永中和(香港)會計師事務所有限公司的支持,「Play for All」遊戲日自2010年以來便成為我們的年度盛事,為有特殊需要的兒童解決他們的遊戲需要。我們的遊戲師與信永中和的義工隊伍一起度身設計了超過10項遊戲意念,以迎合這些兒童的遊戲需要。共有19所特殊學校參加了是項活動。今年的主題是「認同遊戲的價值」,因此我們鼓勵照顧者及相關專業人員在家裡或學校為兒童提供遊戲的時間和空間。

鳴謝:信永中和(香港)會計師事務所有限公司

Special thanks: Shinewing (HK) CPA Ltd



#### Walking on Air 2013

- Right to PLAY of sick children

「智樂快樂行2013」

- 患病兒童的遊戲權利

This was the 4th year of our annual signature fund-raising event with the aim to advocate the needs of play for sick children. The theme of this year was 'Bear Hospital'. A number of play booths were set up on 17 March 2013 along a route in Cyberport. At the Bear Hospital, we had play booths about specialties of ophthalmology, neurology, nephrology, respirology and orthopaedics for children to experience some medical procedures through play. Walking on Air also raises funds, helping Playright to create play opportunities for hospitalized children. At present, we provide Hospital Play Services at Princess Margaret Hospital, Caritas Medical Centre and Pamela Youde Nethersole Eastern Hospital.

這是我們一年一度的籌款活動,已是第四年舉辦,目的是倡導患病兒童的遊戲需要。今年的主題是「小熊醫院」,於2013年3月17日在數碼港設立了眼科、神經內科、腎內科、呼吸科、骨科等專科遊戲攤位,讓兒童透過遊戲體驗一些醫療程序。「智樂快樂行」籌集到的善款可幫助智樂為住院兒童提供遊戲機會。目前,我們在瑪嘉烈醫院、明愛醫院及東區尤德醫院提供醫院遊戲服務。







# Children in Fill is Children in Fill Local communities (ocal communities)

#### Playmobile 智樂遊樂車

Our Playmobile penetrates every community, turning vacant spaces into playgrounds that offer children new experiences in creative play. This year, our Playmobile was equipped with renowned play equipment from overseas – Snug and Outdoor (UK) and Imagination Playground (U.S.A.) - and was committed to demonstrate the essence of unstructured play. We also extended our service to special schools to serve children with special needs.

遊樂車深入每個社區,把閒置的場地變成遊樂場,為兒童帶來創意遊戲的新體驗。今年遊樂車更添置了來自英國Snug and Outdoor和美國Imagination Playground的遊樂設備,致力展示自由遊戲的精髓。我們還擴大了服務,到特殊學校為有特殊需要的兒童提供遊戲服務。



## PlayScope

#### 滙豐智樂遊戲萬象館

HSBC Playright PlayScope is the first social enterprise of Playright whose services aim to promote quality play and share the importance of play with parents. With the support of Enhancing Self-Reliance through District Partnership Programme and Lichi Charitable Foundation Limited, PlayScope underwent service reform this year. We re-focused our service to serve children of younger ages through different scopes of services – Play Series, Weekend Red Hot Day and Toy Library Service. Through our versatile play space for children, we demonstrated to parents the importance of quality play for children.

萬象館是智樂的首個社會企業,其服務宗旨是推廣優質遊戲並與家長分享遊戲的重要性。受惠於「伙伴倡自強社區協作計劃」及勵志慈善基金有限公司的支持,萬象館今年進行了服務改革。我們重新調整服務,透過不同的服務包括「遊戲系列」、「遊戲大紅日」和「玩具圖書館服務」為幼童服務,並透過為兒童提供全面好玩的遊戲空間,向家長展示優質遊戲對兒童的重要性。

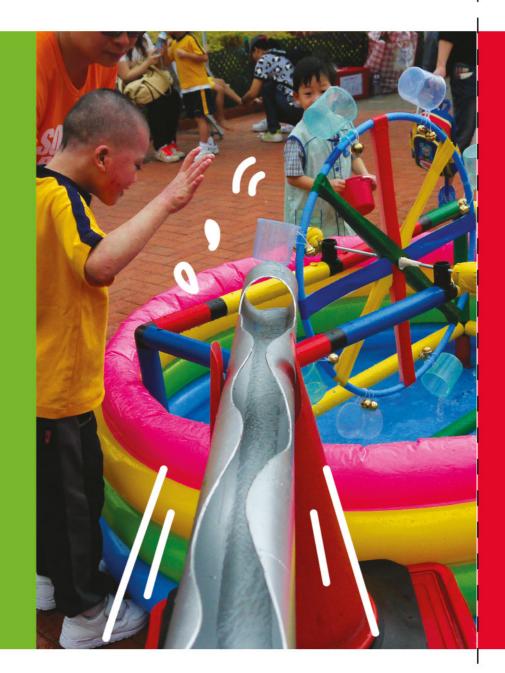
鳴謝:伙伴倡自強社區協作計劃 及 勵志慈善基金有限公司 Special thanks: Enhancing Self-Reliance through District Partnership Programme and Lichi Charitable Foundation Limited



# Children with special needs special needs 有特殊需要的兒童

Children having special needs, such as physically or mentally disabling conditions or being at risk of or experiencing significant deprivation in other ways, may need special help and resources. Often such children are denied their chance to truly play because play is merely regarded as a tool to achieve training needs, rather than an opportunity to enjoy real play.

有特殊需要的兒童,不論是身體或精神殘障,都可能需要特別的幫助和支援。這些兒童往往被剝奪了真正遊戲的機會,在他們的成長歷程,遊戲只是訓練的一種工具,而未能享受真正的遊戲機會。





In close collaboration with different special schools, Playright's playworker designed and organized classroom play sessions for children with autism spectrum disorder; we found that they showed prominent gains, especially with their social skills. We also empowered teachers with play skills and knowledge through our training, encouraging them to integrate play into the school curriculum.

智樂與多間特殊學校緊密合作,由我們的遊戲師為自閉症 學童設計和組織遊戲課堂活動。我們發現這些學童有顯著 的進步,尤其是社交技巧方面。我們還通過培訓向老師傳 授遊戲技巧和知識,鼓勵他們把遊戲融入學校課程。







#### **Training workshop**

- 'Unusual play for children with special needs'

#### 培訓工作坊

- 為有特殊需要的兒童提供不一樣的遊戲

Another major milestone in our development of training courses was the workshop for related professionals from special schools, Our Playwork trainer shared hands-on skills in play and demonstrated various creative play ideas. The positive feedback has successfully paved our way ahead to explore the development of other courses related to children with special needs.

特殊學校相關專業人員的培訓工作坊是智樂發展培訓課程的另一重要里程碑。我們的遊戲工作培訓師分享他們的遊戲技巧和展示各種遊戲意念。學員的正面反饋讓我們探討發展其他課程。

鳴謝:香港公益金

Special thanks: The Community Chest





# Children in China Mainland China 中國內地的兒童

Playright has close collaboration with the Chen Yet-Sen Family Foundation and has been advocating the importance of play since 2008. We focused to develop play services in primary schools in Hefei, Anhui Province. One of our main partners – Tunxilu Primary School - has developed skills and confidence to organize their own programmes in school, especially the Play Day during Children's Day in June. They also are being awarded as the first Play Advocacy School in Mainland China with joint endorsement from the Chen Yet-Sen Family Foundation and Playright. The Secretary for Education from Baohe district of Hefei city showed their support by granting funding to support play training in primary schools.

Through this project, we have successfully nurtured the concept of balance between academic work and play in Mainland China, and we look forward to further promoting play in other regions.



智樂與陳一心家族基金會緊密合作,自2008年起一直在國內倡導遊戲的重要性。我們專注在安徽省合肥市小學開展遊戲服務。我們的主要合作夥伴之一 - 屯溪路小學已成功推行自己的遊戲計劃,尤其是六月份兒童節的遊戲日。該校為中國大陸第一所倡導遊戲的學校,得到陳一心家族基金會和智樂的聯合認可。合肥市包河區教育體育局局長通過撥款在小學資助發展遊戲培訓以示支持。

透過這個項目,智樂已成功在中國大陸孕育了在學科學習 與遊戲之間取得平衡的概念,我們期待在中國其他地區進 一步推廣遊戲。

鳴謝:陳一心家族基金會 Special thanks: Chen Yet-Sen Family Foundation



# Children in the City Children in the City Environmental Play

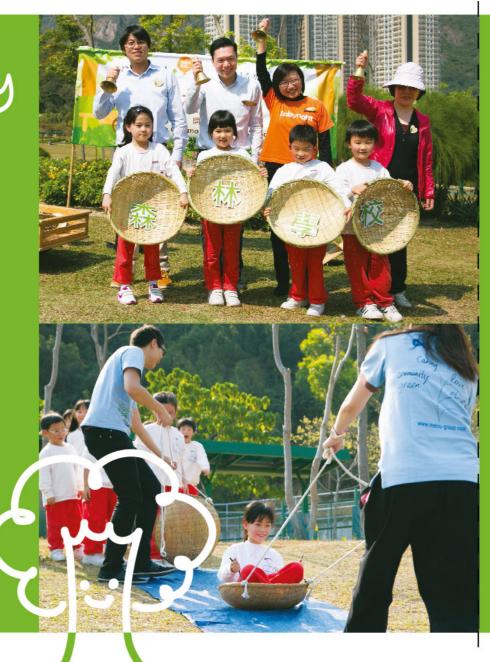
都市中成長的兒童 - 大自然遊戲

"Bringing back the happiness of playing outdoors in the natural environment, even within the confines of the modern concrete jungle." To this end, Playright found a like-minded corporate partner in Melco Group. The project involved three parts: family day outings, community play days and forest school.

即使在現代石屎森林的束縛下,兒童亦可在大自然環境享受戶外遊戲的樂趣。」為此,智樂找到新濠集團這個志同道合的企業夥伴。項目分為三個部分:「家庭自然遊玩日」、「社區遊戲日」及「森林學校」。

鳴謝:新濠集團

Special thanks: Melco Group



#### Family day outings

#### 家庭自然遊玩日

The project began with organised bus trips to the countryside for children and their parents to experience environmental play. Over the past three years, 1,000 families have registered and participated.

#### Community play days

#### 社區遊戲日

These were held several times a year at parks throughout Hong Kong and were open to all. To date, 12,000 have joined and numbers keep growing. The activities might be as simple as 'skiing' on a flattened cardboard box down a grassy slope, feeling sand slip through tiny fingers, or building a simple toy from a leaf.

#### Forest School

#### 森林學校

This year we launched a new project named Forest School, based on a concept imported from Scandinavia. Playright started it with collaboration with kindergartens, where we used the outdoor environment to give children freedom to play and discover nature.

活動安排旅遊巴士,帶兒童及他們的家長到郊野體驗大自然遊戲。過去三年,已有1,000個家庭登記並參與。



遊戲日每年在香港多處公園舉行並開放與公眾人士,歡迎任何人士參加。至今已有12,000人參加,而且人數不斷增長。包括用紙皮箱在草坡上滑行、讓小手指感受溜沙或用小樹葉做簡單的玩具都可帶來歡樂。



今年我們推出一個名為「森林學校」的新項目,概念從 斯堪的納維亞引入。智樂與多家幼兒園合作,利用戶外環 境讓小朋友自由玩耍和探索大自然。



#### Community Built Playground Project 社區共建遊樂場計劃

"Community Built Playground" promotes children enjoy the fun, adventure, teamwork and challenges involved with the building process. It is already established in London, New York and Tokyo. We hope that there will be a permanent Community Built Playground in Hong Kong one day. With the full support of Hong Kong Disneyland Resort, we brought the first "Community Built Playground" to The Inspiration Lake Recreation Centre on April 13 to 14, 2013.

We are glad to have invited Mr. Hitoshi Shimamura to participate as a consultant. With his vast experience in design and building adventure playgrounds, Mr. Shimamura provided comprehensive training to the Disney Volunteers and Playright teams. Mr Horace Cheung, Acting Assistant Director (Leisure Services) of the Leisure and Cultural Services Department attended and supported the event. The event attracted 3,000 families and children, some of them from underprivileged and/or ethnic minorities.

項目讓兒童享受在建造「遊樂場」的過程中所帶來的樂趣、 冒險精神、團隊合作和挑戰。倫敦、紐約和東京已有社區共 建遊樂場。我們期盼有一天香港也會有一個永久的社區共建 遊樂場。承蒙香港迪士尼樂園度假區的全力支持,智樂於 2013年4月13日至14日在迪欣湖活動中心舉行了首個社區共 建遊樂場遊戲日。

我們很高興邀請到嶋村仁志先生擔任顧問。憑藉其在設計和 建造冒險遊樂場的豐富經驗,嶋村仁志先生為迪士尼義工隊和 智樂團隊提供了全面的培訓。署理康樂及文化事務署副署 長(康樂事務)張永裕先生參與並支持該項活動。活動吸引 了3,000個家庭和他們的孩子參加,其中有來自貧困家庭 或少數族裔。





### Central Library Toy Library Service 中央圖書館玩具圖書館服務

November 2012, Playright was appointed again as the manager and operator of the toy library at Hong Kong's Central Library. Parents find that the toy library widens their range of available play opportunities and play ideas.

2012年11月,智樂再次被委任為香港中央圖書館內的玩具 圖書館的管理和營運團體。很多家長體驗玩具圖書館擴寬 了小朋友的遊戲機會和遊戲意念。



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Inclusive and safe PLAY spaces for all children

為所有兒童提供共融和安全的遊戲空間

In 2012/13, we revamped the service mode and participated in different projects to lead effective changes in quality playground development for all children in Hong Kong.

在2012/13年度,遊樂環境團隊改變了服務模式並參與不同的項目,為全港兒童的遊樂場發展帶來變革。



- Preventing Playground Injuries Research Project

#### 葵青安全社區及健康城市協會

- 預防在遊樂場受傷害研究計劃

According to the census data 2006, Kwai Tsing and Sham Shui Po are two densely populated districts in Hong Kong. The population of those aged 0 to 15 in Kwai Tsing and Sham Shui Po districts contributes to around 27% of the total district population. Public playground users and their families in these two districts are in the top ten high-incidence-playgrounds identified by the GIS injury surveillance database in emergency departments of Princess Margaret Hospital and Caritas Medical Centre. We were appointed by Kwai Tsing Safe Community and Healthy City Association as the play specialist advisors in the project team to work with their respective task group. The project aimed at developing a model for preventing playground injuries in Kwai Tsing and Sham Shui Po districts. We conducted site surveys for local environmental factors and children's risk playing behavior, provided tailored education play booths to induce safe play concepts to parents in 10 high-incidence-playgrounds in these two districts, and recommended safety strategies for the future development of playgrounds.



根據2006年人口普查資料,葵青及深水埗是香港兩個人口密集的地區。葵青及深水埗0歲至15歲的人口佔兩區總人口約27%。兩區公眾遊樂場的使用者及其家庭在瑪嘉烈醫院及明愛醫院急症室的地理信息系統傷害監測數據庫中被列入十大高受傷事故率的遊樂場。智樂獲葵青安全社區及健康城市協會委任為項目團隊的遊戲顧問,與他們的工作小組合作。項目旨在制訂出一套防止在葵青及深水埗區遊樂場受傷的模式。

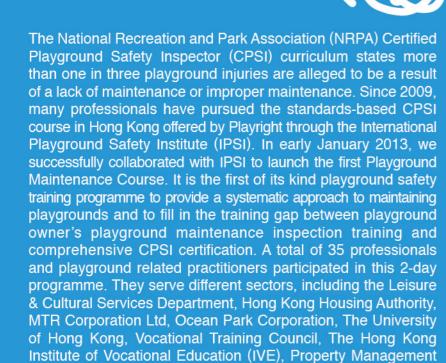
我們就社區環境因素和兒童冒險行為進行了實地調查。此外,我們提供了度身定制的教育遊戲攤位,在兩區的十大高受傷事故率遊樂場向家長灌輸安全遊戲概念。我們並在遊樂場未來發展的安全策略方面提出建議。

鳴謝:葵青安全社區及健康城市協會 Special thanks: Kwai Tsing Safe Community and Healthy City Association ■ ■ ■ ■



#### **Playground Maintenance Course**

遊樂場維修保養課程



Companies, and Private Club House and Play Equipment Supplies



美國國家康樂及公園協會(NRPA)的認可遊樂場安全檢查員 (CPSI)課程指出超過三分之一的遊樂場受傷事故是由於缺乏保養或保養不當所致。自2009年以來,很多專業人員都已有進修國際遊樂場安全協會(IPSI)在香港由智樂提供的CPSI標準基礎課程。在2013年1月初,智樂與IPSI合作成功推出首個遊樂場維修保養課程。這是香港首個同類的方式與場份。總共有35名專業人員和遊樂場從業員參與的培訓空隙。總共有35名專業人員和遊樂場從業員參與的培訓空隙。總共有35名專業人員和遊樂場從業員參與文化事務署、香港房屋委員會、香港鐵路有限公司、大學、職業訓練局、香港專業教育學院、物業管理公司、私人會所和遊戲設備供應商。

鳴謝: 栢溢名基康體設備有限公司、建樂康體設備有限公司、 呂元祿建築事務所

Special thanks: Parks Supplies Company Ltd, Play Concept Ltd and Ronald Lu & Partners

# Projects Addressing the Play Needs and Safety for All Children 參與多個項目應對兒童的遊戲需要和 安全問題

Last but not least, we were appointed by diverse playground-related sectors to provide comprehensive play environment consultancy services, including for the Tender Submission for Design and Construction of the Centre of Excellence in Pediatrics. We conducted many play space design reviews, play safety assessments, play space safety inspections and play environment training for different sectors. Below is a list of play environment projects this year addressing the play needs and safety for all children.

智樂獲多個遊樂場相關行業委任提供綜合的遊樂環境顧問服務,包括參與「設計及建造兒童專科卓越醫療中心投標書」。我們為不同界別進行了多項遊樂空間設計審查、遊戲安全評估、遊樂空間安全檢查和遊樂環境培訓工作。以下是今年為應對兒童的遊戲需要和安全問題而進行的遊樂環境項目。



#### Completed projects 完成的項目:

#### Play Space Design Review

- McDonald's PlayPlace in China
- 2. 109 The Repulse Bay

#### Play Safety Assessment with inspections

- 3. The Coronation
- 4. Tuen Mun Hospital

#### Play Space Inspections

- 5. Domain, Yau Tong Phase 4 Shopping Centre
- 6. Hong Kong Wetland Park
- 7. Bumble Tots Ltd
- 8. German Swiss International School
- 9. Bayshore Towers
- 10.Celestial Heights
- 11.Laguna Verde
- 12.Oceanaire
- 13.Rosary Villas 14.Sausalito
- 15.Harbourfront Horizon
- 16.Harbourview Horizon
- 17.Peninsula Heights
- 18.The Portfolio
- 19.Sceneway Garden
- 20.Sky Tower
- 21.Grand Lapa, Macau
- 22.Kwun Lung Lau
- 23.Park Summit
- 24.The Hong Kong Garden
- 25. Hong Kong Jockey Club Happy Valley View Terrace

#### Play Environment Training

- 26.Goodwell Property Management Ltd
- 27. The Marketing Store
- 28.Leisure & Cultural Services Department





Hospital Play Services help children to reduce anxiety due to their illnesses and treatments at hospital. Through the play service provided by trained Hospital Play Specialists, the children cope better with medical procedures and develop more positive feelings towards sickness and hospitalization.

醫院遊戲服務可幫助兒童減輕因患病和住院治療所引起的焦慮。透過受訓練的醫院遊戲師提供的遊戲服務,病童能更好地面對醫療程序並對患病和住院 抱有更積極的態度。



#### Set up a new service

#### 設立新的服務

This year, apart from Princess Margaret Hospital and Caritas Medical Centre, we were delighted to set up our Hospital Play Service at Pamela Youde Nethersole Eastern Hospital, starting in January 2013 with the kind donation from Operation Santa Claus. It was an important step for us towards our aim that the service will reach all children admitted to any of Hong Kong's hospitals in the coming years.

#### Cooperation with Hong Kong Disneyland Resort 與香港迪士尼樂園度假區的合作

With the kind support from Hong Kong Disneyland Resort, we were able to provide a more in-depth and broader range of service to renal patients of Princess Margaret Hospital, including the training of Hong Kong Disneyland staff as volunteers to support the play service to hospitalized children. In addition, Hong Kong Disneyland supported us to do research to study the effectiveness of therapeutic play in minimizing anxiety and negative emotions of hospitalized children. This was carried out with the help from The University of Hong Kong (HKU) from late 2012 to late 2013.

#### Training for Health Professionals 培訓衛生專業人員

To let more health professionals know, understand, support and demand hospital play services, we continued to give lectures to the nursing students of The Chinese University of Hong Kong, also the nurses of the Hospital Authority. Besides, The Hong Kong Paediatric Society invited us to give a presentation of 'The Role of Hospital Play Specialists with Paediatric Patients' at their 50<sup>th</sup> Anniversary Multidisciplinary Conference on Child Health in August 2012.

除了瑪嘉烈醫院和明愛醫院外,從2013年1月開始,智樂 很高興得到「愛心聖誕大行動」的物資捐贈,使我們可以 在東區尤德夫人醫院開展醫院遊戲服務。這是我們朝著目 標邁進的重要一步,我們期盼不久將來所有兒童入住任何 香港醫院都可以享受這項服務。

隨著香港迪士尼樂園度假區的鼎力支持,我們能夠為瑪嘉烈醫院的腎病患者提供更深入、更廣泛的服務,包括培訓香港迪士尼樂園的員工成為義工以支援為住院病童提供遊戲服務。此外,香港迪士尼樂園資助我們進行研究,分析治療遊戲對減輕住院病童的焦慮和負面情緒的成效。這項研究由香港大學協助,從2012年底至2013年底進行。



為了讓更多衛生專業人員知道、認識、支持和使用醫院遊戲服務,智樂繼續向中文大學的護士學生及醫院管理局的護士講授相關課題。此外,香港兒科醫學會邀請我們在2012年8月在其50週年誌慶有關兒童健康的跨專業會議上分享「醫院遊戲師對病童的角色」。

#### Training for Hospital Play Specialists 培訓醫院遊戲師

It is essential to have trained Hospital Play Specialists (HPSs) to provide quality hospital play services. Therefore, since 1995, we provide training for Hospital Play Specialists in cooperation with The University of Hong Kong - School of Professional and Continuing Education (HKU SPACE). This year, we upgraded the course from a Foundation Certificate to a 'Certificate in Theory and Practice of Hospital Play' with more lecture and practical hours. We hope to have more trained HPSs working in different hospitals in the near future.

由受過專業訓練的醫院遊戲師提供優質的醫院遊戲服務至 關重要。因此,自1995年起,智樂與香港大學專業進修學 院合作培訓醫院遊戲師。今年我們將基礎課程提升為「醫院 遊戲理論與實踐」證書課程,並增加了講座和實習時數。 我們希望不久將來有更多受過專業訓練的醫院遊戲師在不 同的醫院服務。

鳴謝:香港公益金、何猷龍先生及夫人、香港迪士尼樂園 度假區、合和實業有限公司、愛心聖誕大行動、Drs Richard Charles & Esther Yewpick Lee Charitable Foundation透過 滙豐信託(香港)有限公司

Special thanks: The Community Chest, Mr and Mrs Ho Yau Lung, Hong Kong Disneyland Resort, Hopewell Holdings Limited, Operation Santa Claus, Drs Richard Charles & Esther Yewpick Lee Charitable Foundation through HSBC Trustee (HK) Ltd





#### Walking on Air 2013 智樂快樂行2013

We raised around HK\$520,000 and were privileged to have the Secretary for Food and Health, Dr Ko Wing Man, to be our Guest of Honour during the ceremony. He was also a welcomed visitor to our Bear Hospital to play with the children.

Thank You to everyone who supported to the event and a special Thank You to the following corporate partners and supporting organizations listed below.

Gold Sponsors

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Pizza Hut Hong Kong

Victoria Nursery and Kindergarten PTA

Supporting Professional Bodies

Hong Kong Ophthalmological Society

Hong Kong Paediatric Nephrology Society

Hong Kong Paediatric Nurses Association Ltd.



快樂行籌集到港幣520,000元善款,並很榮幸邀請到食物及衛生局局長高永文醫生作為主禮嘉賓。他隨後參觀活動的小熊醫院,跟小朋友一起玩耍。

智樂感謝大家對籌款活動的支持,特別是以下企業夥伴及 支持團體。

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

Supporting Groups

Cell Therapy Technologies Centre Limited

Hippo Bo Bo Limited

Kids Gallery

Ling Liang Church Kindergarten

Rightmind Kindergarten

South Horizons Nursery School

#### Playright Charity Gala Dinner 2012 智樂至善宴2012

This is the second year that we organized a Charity Gala Dinner. This year's was held on 5<sup>th</sup> October with the theme to celebrate Playright's 25<sup>th</sup> anniversary and we raised HK\$1,155,000 for our Hospital Play Service. We would like to extend our heartfelt Thank You to all the sponsors, donors and supporters who

這是智樂第二年舉辦慈善晚宴。今年的主題是慶祝智樂成立25週年,晚宴在10月5日舉行,為醫院遊戲服務籌集到港幣1,155,000元經費。我們衷心感謝所有捐助者的支持令至善宴成功舉辦。



Ms Christine Au Yang

Shen Zhen Nan Jiang Investment Company

made this dinner an outstanding success.

Diamond Table Sponsors

Mrs Sabrina Lee Choi & Parks Supplies Company Limited

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Mrs Joanna Hotung & the KG Group

Dr Maggie Koong

Ms Vivian Li & Lichi Charitable Foundation Limited

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Mrs Anne Marden

Mrs Bally Wong & ABC Pathways School

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Special Thanks to

Ken Chan Cass Phang

Lily Hong Alex Lee

Grace Tin

Aaron and Brendan Chan Bob Lamb and Jake Lamb

Cloe Lamb and Jae Lamb

Markus Tang

Hazel and Nicole Wong

Click Music





#### **Head Office Renovation**

#### 總部裝修

With the support of The Community Chest, our head office in Chai Wan was renovated to accommodate the needs of service expansion, and also introduce a colorful and comfortable working environment of our staff.

在公益金的支持下,智樂設在柴灣的總部得以重新裝修, 配合新增服務的需求,同時為員工帶來一個清新、舒適的 工作環境。



#### 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。







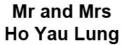












Ng Teng Fong Charitable Fund







The Marden Foundation Limited



#### Service Statistics 服務數字摘要



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

Number of beneficiaries 受惠人次

127,873



Hospital Play Services 醫院遊戲服務 Number of beneficiaries

20,100



Mainland Service 內地遊戲服務

Number of beneficiaries 受惠人次

1,580



PlayMobile 智樂遊樂車

Number of beneficiaries 受惠人次

31,200



Environmental Play 大自然遊戲

Number of beneficiaries 受惠人次

12,300



Playground Safety Assessment and Inspection 遊樂設施安全評估及檢查

86



PlayScope 遊戲萬象館

Number of beneficiaries 受惠人次

30,860



Play Training 遊戲培訓

Number of beneficiaries 受惠人次

9,850



Play Space Design, Review & Training 遊樂環境設計、檢視及 培訓

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| Stat EXPERIOR   |  |
|---|--|
| Statement of expenditure uncome and expenditure                 | For the year ended 31 March 201<br>截至2013年3月31日止年度 |
| Income 收入   | HK:<br>港幣  |
| The Community Chest<br>香港公益金                                    | 2,399,47   |
| Designated Donations<br>特定捐款                                    | 7,235,24   |
| Consultancy, Workshops and Training Fee Income<br>顧問、工作坊及培訓收入   | 6,154,07   |
| Membership and Others<br>會員收費及其他收入                              | 282,66   |
| Total<br>income 總收入   | 16,071,462   |
| Total<br>income 總收入<br>Expenditure<br>支出                        | HK   |
| Advocacy  | HK<br>港幣   |
| 倡導<br>Corporate Communication and Fundraising<br>公共關係及籌募        | 578,76   |
| Play Resources<br>資源  |  |
| Playwork Training & Education<br>遊戲培訓及教育                        | 2,580,67   |
| Play Outreach<br>外展<br>Hospital Play Service                    |  |
| Microspital Play Service<br>醫院遊戲服務<br>Play Development Projects | 2,986,74   |
| 遊戲發展項目  | 6,331,28   |
| Play Environments<br>環境<br>Play Environments and Safety         | 9,318,03   |
| 遊樂環境及安全   | 983,48   |
|   | 13,460,96  |
| Central Administration<br>中央行政                                  | 571,53   |
| Total<br>Expenditure 總支出  | 14,032,490   |
| Surplus 2   | 2,038,960  |

| Statement of position  Financial position  財務狀況報表   |                                    |
|---|------------------------------------|
| ナ <sub>I</sub> Nanctox 財務狀況報表                       | As at 31 March 2013<br>於2013年3月31日 |
| Assets ge   | HK\$<br>港幣                         |
| Non-current Assets<br>非流動資產                         |                                    |
| Plant and Equipment<br>設備及器材                        | 130,229                            |
| Current Assets<br>流動資產                              |                                    |
| Accounts Receivable<br>應收款項                         | 2,535,934                          |
| Prepayment and Deposit<br>預付款項及按金                   | 1,085,261                          |
| Bank Balance and Cash on Hand<br>銀行存款及現金            | 4,218,156                          |
|   | 7,839,351                          |
| Total assets 總資產額                                   | 7,969,580                          |
| Funds <sub>employed</sub> 資金來源                      |                                    |
| Charitable Reserve<br>慈善儲備                          | 4,249,411                          |
| Capital Expenditure Fund Reserve<br>資本開支儲備          | 10,234                             |
| Total fund 資金總額                                     | 4,259,645                          |
| Current<br>liabilities<br>流動負債                      |                                    |
| Creditors and Accruals<br>應付款項及應計費用                 | 1,455,907                          |
| Receipts in Advance                                 | 1,866,444                          |
| <sup>預收收入</sup><br>Non-current<br>(iabilities 非流動負債 | 3,322,351                          |
| Provision for long service payments<br>長期服務金撥備      | 387,584                            |
| Total funds and liabilities 總資金及負債額                 | 7,969,580                          |

### Organization Chart, Organization Chart, Staff Committees and Staff 架構圖表。 委員會及工作人員



# Advisors and Committees 2012-13

| Patron Dr Rosanna Wong Yick-ming, DBE, JP                           |  | Honorary President<br>Anne Marden, BBS, JP               | Honorary Legal Advisor<br>Mary Ahern                                     |  | Auditor<br>ShineWing (HK) CPA Ltd                           |  |
|---|--|--|--|--|---|--|
| Executive Committee   |  |  |  |  |   |  |
| KF Ho V<br>Hau Yee-mann Hon<br>Dr Yvonne Becher<br>Sabrina Lee Choi | Chairperson<br>lice Chairperson<br>lorary Treasurer<br>Member<br>Member<br>(from Dec 2012) | Elina Lee<br>Michelle Liu                                | Member<br>Member<br>(till Aug 2012)<br>Member<br>Member<br>deave) Member | Amy Tso  | BBS, JP<br>gan <i>Memb</i> er (til<br>JP <i>Member (til</i> | Member                                       |
| Play Environment Commi  | <u>ttee</u>  |  |  |  |   |  |
| Joseph Kwan, MH<br>Sabrina Lee Choi                                 | Chairperson<br>Member  | Annie Lam<br>Sheila Mair                                 | Member<br>Member   | Chris Yuen<br>Kathy Wong                                 |   | Ex-officio<br>Ex-officio                     |
| Play in Hospital Committe   | <u>ee</u>  |  |  |  |   |  |
| Dr Yvonne Becher<br>Dr CB Chow, BBS, JP<br>Grace Chung<br>KF Ho     | Chairperson<br>Member<br>Member<br>Member  | Joanna Hotung<br>Dr Ko Po Wan<br>Susanna Lee<br>Carol Lo | Member<br>Member<br>Member<br>Member                                     | Anne Marden,<br>Sandie Wong<br>Blondi Kwok<br>Kathy Wong | BBS, JP   | Member<br>Member<br>Ex-officio<br>Ex-officio |

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|---|------|--------|------------|---------------|-------|-------|
| г | uman | п      | esources   | L             | OHIHI | แยย   |

| Lancy Chui<br>Hau Yee-mann   | Chairperson<br>Member                              | KF Ho<br>Bessie Kwan  | Member<br>Member                               | Elisa Lee<br>Kathy Wong  | Ex-officio<br>Ex-officio                               |
|--|--|---|--|--|--|
| PlayScope Advisory Comm  | <u>iittee</u>                                      |   |  |  |  |
| KF Ho<br>Joseph Kwan, MH   | Member<br>Member                                   | Aby Chau<br>Kathy Wong  | Ex-officio<br>Ex-officio                       |  |  |
| Fundraising Committee  |  |   |  |  |  |
| Sabrina Lee Choi<br>Dr Maggie Koong, BBS<br>Joanna Hotung<br>Shirley Kuan<br>Cindy Lam | Co-Chair<br>Co-Chair<br>Member<br>Member<br>Member | Elina Lee<br>Vivian Li<br>Michelle Liu<br>Anita Ma<br>Esther Ma | Member<br>Member<br>Member<br>Member<br>Member | Paula Mok<br>Gigi Pang<br>Bally Wong<br>Isabella Cheng<br>Kathy Wong | Member<br>Member<br>Member<br>Ex-officio<br>Ex-officio |

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# Staff List as at December 2013 : 00:

#### Management Team

Executive Director Kathy Wong

Play Service Development Supervisor/ Manager (Corporate Communications)

Aby Chau

Manager (Community & Hospital)

Blondi Kwok

Potato Yu

Accounting Manager

Play Environment Consultant

Manager (Toy Library) / Playwork Trainer Senior Assistant Manager (HR & Admin)

Assistant Manager (HPS) Pony Kong

Assistant Manager (Playwork Service) / Playwork Trainer Ada Wong

#### Hospital Play Service

Senior Hospital Play Specialist

Hospital Play Specialist (I)

Tammy Chui

Hospital Play Specialist (I)

Hospital Play Specialist (I)

Gloria Wong

Hospital Play Specialist (II)

Ava Chan

Hospital Play Specialist (II)

Hospital Play Specialist (II) Doris Wong

#### Play Environment

Project Officer Assistant Designer (PT) Play Officer Play Officer

#### Play Training

#### Environmental Play Project

Play Officer Play Assistant Jelly Chow Fan Yin-kiu

Project Supervisor Playworker Victoria Tang

Playworker

Jacky Lam Playworker

Christy Cheung

Hung Chui-wo

#### Play Project Development

Senior Play Officer Play Officer Florence Chiu

Senior Corporate Communications

#### Toy Library in Hong Kong Central Library

Senior Project Supervisor Supervisor (II)

Project Supervisor Jenny Tai

Supervisor (I) Wong Pui-yeung

Play Officer Bonnie Wu

> Toy Library Assistant (II) Toy Library Assistant (II) Tony Chan

Toy Library Assistant (I) Toy Library Assistant (II) Toy Library Assistant (II)

Toy Library Assistant (I) Toy Library Assistant (II) Toy Library Assistant (II) Carol Yeung

Karen Tai

Fundraising Officer Isabella Cheng

Accounting Officer Christy Chan

Elke Yang

Candy Wong

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

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www.playscope.org.hk f Playright Children's Play Association





