



Playright Children's Play Association

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智樂 playright

PLAY

遊戲是孩子的權利，讓孩子玩吧！PLAY is Children's Right. Let them Play!

智樂 playright

年報 2014/15  
ANNUAL REPORT

## 靠你出手支持 令遊戲起動

### Your support makes play happen

沿著針線撕，跟著壓線摺，就可立即令這份年報充滿生命力！  
遊戲有人的參與，才有意思，才有意義，就來見證我們的工作，檢視遊戲多元發展的新章節。

Tear the paper along the perforation and fold along the crease to make the annual report “pop up”! Play is only meaningful with people’s participation. Let’s witness our work and review the new chapters of play’s multi-faceted development.







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為遊戲努力 矢志不變  
Work hard for play

智樂成立是基於一個信念——遊戲是兒童成長中不可或缺的部分，也是造就快樂健康童年的關鍵元素。《聯合國兒童權利公約》第31條說明，兒童有權享有休息和閒暇，從事與兒童年齡相宜的遊戲和娛樂活動。由此可見，遊戲被納入為孩子的基本權利，與生存、接受教育、健康發展同樣重要，並非學業以外的一種選擇，而是一種必需。

可惜，兒童的遊戲權利並未得到應有的重視。一方面，遊戲被視為兒童繁忙日程中的次要閒餘活動，甚至可有可無；另一方面，遊戲滲入了大人的口味和期望，兒童被安排「遊戲中學習」，未能發自內心、單純為遊戲而遊戲。

身處競爭激烈的大洪流之中，我們透過倡導、資源、外展及環境各方面的工作，致力將自由遊戲的信念和主張傳揚、推廣至深化，力求爭取公眾的認同、支持及實踐，在小朋友還未長大前，還孩子一個真正的童年。

Playright started with a belief – play is an inevitable part of a child’s growth, and is also the key element of a happy childhood. According to Article 31 of the United Nation Convention on the Rights of the Child, children have the right to rest and leisure, to engage in play and recreational activities appropriate to the age of the child. Hence, play is regarded as the basic right of children, and equally important as their survival, receiving education and healthy development. Play is not an option aside from studies but is a necessity.

Unfortunately, children’s right to play is not as well recognized as it deserves. On one hand, play is regarded as an unimportant leisure activity in a child’s busy schedule and is sometimes even neglected. On the other hand, play is designed with the expectations and tastes of adults and children are often arranged to “learn through play”. They cannot play freely nor play for the sake of play.

In a fiercely competitive environment, we strive to spread, promote and deepen the beliefs and ideals through the work of advocacy, play resources, play outreach and play environment. We hope to get the public to recognize, support and even put our ideals to practice and, in turn, give children a “real childhood” before they grow up.



相同的車軟，在每一位小朋友手中，各有獨特的演繹，這就是孩子的自由遊戲！  
Children show a variety of ways of playing with tires. This is children's play!





## 倡導 Advocacy

提高社會對遊戲的重視及其價值的認同。  
We raise public concern about play and heighten recognition of its special values.

- 為兒童發聲  
Speaking up for children
- 發展與研究  
Development and research



## 資源 Play Resources

提供遊戲培訓、意念及知識，令遊戲無處不在。

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

- 智樂學院  
Playright Academy
- 滙豐智樂遊戲萬象館  
Playright PlayScope



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## 外展 Play Outreach

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

- 醫院遊戲服務  
Hospital Play Service
- 智樂遊樂車  
Playright Playmobile
- 為有需要的兒童提供服務  
Services for needy children



## 環境 Play Environment

提供遊樂環境顧問服務以支援共融遊樂空間的發展，力求達到安全、通達及多元遊戲體驗的準則。

We provide consultancy services to support the development of inclusive play spaces that are safe, accessible and offer variety of play experiences for All.

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



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## 名譽會長的分享

Sharing from  
the Honorary President

馬登夫人

Mrs. Anne Marden, BBS, JP



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我懷著愉快的心情，為智樂的工作成果獻上簡單的言辭。一切都是由一個意念開始——童年時，就是遊戲時；發展至今，這個意念已廣被接納，大家也充份理解何謂兒童遊戲權利，儘管有時未能完全實踐。

感謝每一位支持者過去27年的工作，讓我們得以驕傲宣告，兒童享有遊戲權利的概念，已在香港萌芽成長。

It is such a great pleasure to write a small dedication for all the achievements of Playright. We started with just an idea - that childhood was a time for play. Now the idea has been accepted more - although is not always followed - the right of children to play is better understood.

Thanks to the hard work of many of our supporters over 27 years. We can say that the right of children to play is more widely accepted in Hong Kong.



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# 主席及總幹事的話

## Voices from the Chairperson & the Executive Director

周鎮邦醫生

Dr. CB Chow, BBS, JP

王見好

Kathy Wong



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我們欣然發表這份報告，當中重點描述智樂在過去一年裏，就著兒童遊戲權利而開展的倡導、展現示範及賦權工作。

近期一項研究發現，香港兒童承受著極大壓力，導致港童經常感到焦慮。除了家人的支持和愛護外，遊戲，尤其是自由遊戲，就是其中一個有助減低兒童焦慮的重要元素。

正如德國著名學者Gerald Hüther及Cornelia Nitsch所言：

人性最重要的品質——自信，在遊戲中紮根。  
情緒智商中不可或缺的技巧——溝通，源起自遊戲。  
智力的關鍵元素——想像力，啟蒙於遊戲。  
成功的主要基石——學習能力，在遊戲中萌芽。

在親子遊戲、校園遊戲、社區遊戲中，均可建立信任、親近與感情聯繫，造就家庭和睦、幸福和諧。

我們希望每一位兒童，在任何情況、任何地方、任何時間，都可以在成人監控最少、環境限制最少的狀況下享受遊戲。我們樂於見證本會致力推動的項目，包括共融遊樂、社區遊戲、醫院遊戲、大自然遊戲及歷險遊戲等，均日漸獲得各界認同，除了受惠人數正在上升，傳媒的曝光率也顯著增加，正反映社會對自由遊戲的加深了解及廣泛需求。年內，我們也發表了一項研究，證實醫院遊戲有助住院兒童紓緩壓力，並對康復帶來正面效用。

我們當然理解，今日的現實與我們的夢想——「在所有政策中，在所有場所裏，包括家庭、學校、醫院及社區，都有遊戲的存在，都會為每一位兒童的遊戲需要而設想」，仍然有一段距離。我們感謝所有員工、義工、執行委員會成員、贊助商及支持者，熱心參與我們這趟遊戲倡導之旅。雖然我們過去一年略有成就，但仍然需要面對不少挑戰，特別是供應與需求落差的情況。我們呼籲大家繼續支持，與我們攜手合作，共同為本港的兒童和家庭創造更美好的遊樂環境。

We are pleased to present this report, which highlights our key works throughout the year in advocating, demonstrating and empowering for the child's right to play.

A recent study has shown that children in Hong Kong are under a lot of stress resulting in high incidences of anxiety among them. Play, especially free play, is one of the important elements to reduce this besides support and love.

As said by Gerald Hüther and Cornelia Nitsch:

*The most important quality in human nature – confidence is rooted in play  
The skill that is essential in emotional intelligence – communication is commenced in play  
The vital element in intelligence – creativity is enlightened from play  
The key stone to success – learning skills start from play*

*Play in family, in school, in community will establish trust, kinship and family bonding reaping family well-being and harmony.*

It is our hope that children of all kind, under whatever conditions, can play anywhere, anytime under minimal restrictions from adults or environments. We are glad to see that the many play opportunities we have promoted like inclusive play, community play, hospital play, nature & adventure play are gaining more and more recognition. Our numbers of beneficiaries are growing and the media exposures are expanding. These indicate a growing understanding and expressed need for free play. During the year, we also released research results showing that hospital play helps hospitalized children to relieve their stress and to have a positive effect on their recovery.

We understand that there is still a long way before our dream that "play in all policies, play in all places – families, schools, hospitals and communities – and play for all children" can be materialized. We have to thank the staff, volunteers, committee members, sponsors and supporters, who have joined us and made it this far in this advocacy journey. Despite the achievements made during the year, we face many challenges ahead, especially on capacity issues. We appeal for your continuous support. Let us work together to create a better play environment for Hong Kong's children and families.

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# 倡導 Advocacy



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## 持續倡議工作 推廣遊戲文化

### Advocacy work to promote a play-accepting culture

**遊**戲是兒童的基本權利，也對兒童成長起著關鍵作用。在競爭激烈的環境中，這項基本權利及重要性往往受到忽略，尤其在香港，家長過份追求子女的學業成績，孩子為了爭取最佳分數、優良表現而忙個不休，只有很少時間遊戲。

被剝奪遊戲的孩子是不快樂且不健康的。因此，現在是時候由我們做起，改變成人對遊戲的信念和態度，爭取大人們支持遊戲，以及向家長們灌輸遊戲的重要理念。由於現時「遊戲可有可無」的信念根深蒂固，因此強效而持續的倡議工作是必須的。

近年，智樂在倡議兒童遊戲權利方面採取更加進取的策略。我們透過社交及傳統媒介推廣有關遊戲的信念和價值。就網上宣傳而言，我們製作網頁、臉書專頁、Youtube頻道、以及電子通訊“Friends of Playright”等。至於傳統媒介，我們也印製宣傳單張、通訊、年報及其他平面推廣用品。

此外，我們也積極夥拍大眾傳媒向公眾宣傳有關遊戲的價值。隨著傳媒對於我們的遊戲項目日感興趣，我們因此建立了在遊戲方面的專業及領導的形象，也意味著公眾對我們工作的認同和接受程度與日俱增。事實上，家長也漸漸接受「遊戲不是工具，而是目的」的概念。



智樂的培訓專家在電台節目中講解兒童遊戲的意義。  
A Playright trainer talks about the meaning of children's play in a program on the radio.

**Play** is a child's basic right and is imperative for a child's development. In a competitive world, this basic right and its importance are often ignored. This is particularly true in Hong Kong where parents have high expectations of their children's academic performance. It is common that Hong Kong children live a busy life pursuing good grades and performance, having little time to play.

A child deprived of play is unhappy and unhealthy. It is high time we led the change in the belief and attitude toward play among adults, appeal to their support to play and instill in them the importance of play. Given the deeply rooted belief that “play has low priority” among adults, it is essential that intensive and persistent advocacy work be implemented to effect a paradigm shift.

In recent years, Playright has adopted a more vigorous approach in advocacy work on the children's right to play. We have publicized our beliefs and values in play through both the social and traditional media. For online promotion, we have created our homepage, Facebook page, YouTube channel and e-newsletter “Friends of Playright”. For offline promotion, we have issued promotional leaflets, newsletters, annual reports and other promotional materials in print.

We have also actively engaged the media to educate the public on the values of play. With growing media interest in our work, we have built up a professional and leading image in play. It also implies that our work is getting more recognized and accepted by the public. In particular, the public is getting more receptive to the idea that “play is not the means but the ends”.



智樂的代表透過電台與公眾分享有關兒童遊戲的訊息。  
Playright representatives share with the public about messages of children's play on the radio.

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# 孩子話事 遊戲真義

## Child-led play, the true play

**遊**戲是兒童的權利，由兒童話事的才是真正的遊戲，不過，不少兒童遊戲都滲透了大人的口味、想法和計劃，並未真正關顧兒童的需要。智樂在2014年11月以「遊戲時，讓孩子話事」為主題，舉行「鷹君智樂遊戲萬歲日2014」，讓孩子們自由自在地遊戲，也讓家長見證自由遊戲的真貌及感受當中的意義。

活動在西九文化區活動場地舉行，在面積相等於28個籃球場的會場中，我們創造了26項好玩遊戲，各個遊戲各具特色，卻不約而同具備冒險、創新、多變、有趣的元素，讓小朋友不拘形式，盡情按照個人喜好或意願，自主玩樂。

活動共吸引20,000名小朋友和家長一同參與。小朋友盡情遊玩外，參與的家長也身體力行，以尊重孩子、放手不干預來配合主題，親身體會放手讓孩子遊戲的樂趣。



「鷹君智樂遊戲萬歲日2014」以「遊戲時，讓孩子話事」為主題。  
“Cheers for Play 2014” bears the theme of “Child-led Play”.

**Play** is the right of children and only “child-led play” is real play. However, many play activities are designed with adults thoughts, tastes and plans and do not truly take into account children’s needs. Hence, Playright held the “Cheers for Play 2014” in November 2014 bearing the theme of “Child-led Play”. The event aimed to let children play freely and allow parents to witness the true face of free play and to understand its meaning.

The event was held at a venue situated in the West Kowloon Cultural District, the size of which was equivalent to 28 basketball courts. We created a total of 26 fun play bases. Each one was unique in design but they all were adventurous, creative, versatile and fun. Each one allowed children to play freely according to their own interests and wishes.

About 20,000 children and their parents were attracted to the event. While the children played freely, the parents also respected their children and let them play freely, thus experiencing the interesting side of child-led play.



小朋友自由自在地在水床玩。  
Children play freely on the water bed.



活動提供大量紙箱讓小朋友大玩特玩。  
A large number of cartoon boxes are provided at the event for children to play.



大人也感受到小朋友自由玩樂的樂趣。  
An adult can also feel the fun of a “child-led play” .

鳴謝：鷹君集團有限公司  
Special thanks to : Great Eagle Holdings Ltd

# 好玩小熊醫院 見證遊戲價值

## “Happy Bear Hospital” reflects the true value of play



真醫生透過遊戲為小朋友示範醫療程序。  
A real doctor demonstrates medical procedures to children through play.



小朋友扮醫生治療病熊。  
A child tries to play the role of a doctor to treat a “sick bear”.

**為**推動醫院遊戲的發展，智樂今年繼續舉辦「智樂開心小熊醫院」，既為醫院遊戲服務籌募經費，也讓公眾認識醫院遊戲的價值。

活動已是第六年舉辦，共吸引500個善心家庭，參與全港唯一好玩的小熊醫院，體會「醫院也可遊戲、病童也需要玩」的重要訊息。小熊醫院模擬醫院場景，由多位專業醫護人員「當值」，以遊戲的方式為小熊公仔治病，向小朋友示範治病的過程。小朋友也有機會扮演醫生護士為小熊公仔治病，在遊戲中了解醫生護士的工作。

活動獲得食物及衛生局局長高永文醫生親臨主禮，以及多個專業醫護團體的參與，一同支持智樂為病童提供醫院遊戲的理念。



食物及衛生局局長高永文醫生與多位嘉賓主持智樂開心小熊醫院開幕禮。  
Secretary for Food and Health Dr Ko Wing-man officiates the opening of Happy Bear Hospital with the other guests.

**To** promote the development of hospital play services, Playright continued to hold the “Happy Bear Hospital” this year. The event was to raise funds for hospital play services while letting the public understand the value of hospital play.

It was the sixth year Playright held the event. It attracted 500 good-hearted families to participate in the only fun hospital in Hong Kong – the Happy Bear Hospital – and to experience the important message that “sick children need to play and can play in hospitals”. In the Happy Bear Hospital genuine hospital experiences were simulated; professional medical workers volunteered to demonstrate to children several medical procedures performed on “bears” through play. Children also had the opportunities to play the roles of doctors and nurses to treat the “bears” in a bid to better understand their work.

The event was officiated by the Secretary for Food and Health Dr Ko Wing-man and supported by a number of professional medical organizations. We thank them all for their loyal and hands-on encouragement of our idea of hospital play.



義工利用公仔生動地向小朋友講解治病方法。  
A volunteer explains medical treatment to a child using a lovely stuffed toy.

鳴謝：Kiehl's Since 1851  
Special thanks to : Kiehl's Since 1851



# 遊戲和遊戲工作

## Play and Playwork



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## 鄰舍遊戲 社區遊玩

### Neighborhood play to enhance community fun

隨著都市化和城市發展，昔日兒童穿梭社區遊戲已不復見，今日孩子困於斗室，不再和街坊遊戲。正如美國矽谷企業家Mike Lanza指出，唯有將鄰舍變得好玩，令孩子樂意在社區中遊戲，才能為成長注入健康成份。

為了實踐「鄰舍遊戲」的概念，由2014年12月起，智樂的遊戲專車每周兩天，定期進駐天水圍及秀茂坪，針對各區兒童的不同需要，舉辦「鄰舍遊戲計劃」，帶來區內罕見的自由遊戲活動，藉此建立慣性模式以聯繫大小街坊，為兒童提供理想的遊樂環境。

我們期望開發上述試點後，繼而擴散至全港各區。為此，我們致力爭取社區團體組織及政府部門的支持，並製作相關短片，以加強各方認識；我們更培訓家長組成義工隊，務求增加參加者的歸屬感。



智樂遊戲專車為社區帶來自由遊戲。  
Playright Play van brings free play to the community.

In the past, children used to play freely in the community with their neighbors. With the urbanization of cities, children often stay indoors and seldom play with their neighbors nowadays. As pointed out by Mike Lanza, an entrepreneur from Silicon Valley, only a fun-filled neighborhood for children to play freely can bring healthy elements to a child's growth.

In order to realize the concept of "Playborhood"- a neighborhood play culture - the Play van visited Tin Tsui Wai and Sau Mau Ping twice weekly starting from December 2014. The van brought free play tailored for needs of children from different areas. This rare play helped to connect people in the neighborhood and created an ideal play environment for children.

We hope that following the trial run in the above communities, the neighborhood play culture will spread to other districts in Hong Kong. To this end, we strived to garner support from community organizations and government departments. We also produced a video on the subject to enhance the public's understanding of our project, trained and organized parents to form volunteer groups to strengthen the sense of belonging among participants.



爸爸陪女兒玩遊戲增進感情。  
A father plays with his daughter to show his love for her.



小朋友投入於自由遊戲之中。  
Children are happily involved in the free play.

鳴謝：領展「愛•匯聚計劃」  
Special thanks to : Link Together Initiatives

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# 四處遊走 自由玩樂

## Free play in mobility

我們相信兒童遊戲應該創意無限，天馬行空，我們因而專誠從歐美等地，引進多元化兼多變化的遊樂設施，以豐富遊樂車的好玩層次，將平凡的空間變為兒童自由自主的遊樂天地。當中的Rings 設計獨特，讓兒童無拘無束地安坐、彈動，甚至跳躍，深受大小用家歡迎。

一直以來，遊樂車穿梭本港各地，為學校、公私營機構舉辦活動，回應社會對兒童自由玩樂空間的需求。今年，委託我們的機構、組織均有所增加，反映各界對遊樂車的支持和愛戴。

每一位兒童均享有自由遊戲的權利，今年我們在資助下，得以為資源缺乏及有特殊需要的兒童締造自由遊戲的空間，讓小參加者盡情遊戲。

We believes that children's play should be full of creativity and without boundaries. Hence, we bought from Europe and the USA play facilities with diverse functions. The play facilities are carried by the Playright Playmobile to transform an ordinary space to a fun free space. Amongst the facilities, the Rings is popular as it is uniquely designed to allow children to sit, bounce and jump freely on it.

All along, the Playright Playmobile tours around the city to provide play activities for schools as well as public and private institutions in a bid to respond to the needs for free play. The Playright Playmobile is gaining popularity, as reflected in the increase in the number of institutions and organizations which used its services in the year.

Every child has a right to free play. This year, we were funded to create free play space for children deprived of resources and those with special needs.



Rigamajig的新穎設計吸引孩子遊玩。  
The new design of Rigamajig attracts children to play.



Imagination Playground為孩子帶來創意遊戲。  
Imagination Playground brings creative play to children.



Rings 讓孩子自由地上面安坐、彈動甚至跳躍。  
Rings allows children to sit, bounce or jump on it.

鳴謝：信永中和(香港)會計師事務有限公司，子親傳訊社有限公司  
Special thanks to : Shinewing CPA HK Ltd, Kodomo Communications Ltd.

# 自然無盡 玩樂無窮

## Unlimited nature, unlimited play

大自然是資源最豐富、變化最奇妙的天然遊樂空間，我們當然加以善用，在大自然環境中為兒童創造遊戲。愈來愈多家長願意讓小朋友參加大自然遊戲，令我們舉辦的大自然遊戲日大受歡迎，甚至供不應求。

今年，這股大自然遊戲的趨勢仍然持續，我們收到來自各界的查詢，包括幼稚園、屋苑管理公司、私人機構等，邀請我們在郊野或公園中為兒童安排遊戲，反映公眾、家長和教師都樂見小朋友放下書包，在陽光和綠樹中盡情遊玩，舒展身心。此外，我們也和政府部門和公營機構合作舉辦活動，並獲得正面評價。

Nature is filled with many resources and wonders, providing an ideal space for play. As such, we created play for children to play in a natural environment. More and more parents welcome the idea of children participating in environmental play. Such play is so popular that the demand exceeds the supply.

This year, the trend of environmental play continued to prevail. We received enquiries from different sectors, including kindergartens, property management companies and private institutions on arranging play activities for children in the countryside or parks. This reflects that members of the public, parents and teachers are pleased to see children play under the sun and trees to relax and exercise the body and mind. In addition, we also organized play activities with some government departments and public bodies and received positive feedback.



家長和小朋友一齊參與大自然遊戲。  
Parents and their children happily participate in environmental play.



孩子利用大自然物料當作遊戲物資。  
Children make use of resources in the nature to play.



孩子自由搭建帳幕遊玩。  
Children freely build their tents for play.



在草地上自由推車也是一種遊戲。  
Pushing freely a cart on the grassland is also a play.

鳴謝：新濠集團  
Special thanks to : Melco Group



# 發揮想像力 共建遊樂場

## Putting heads together to build a playground

兒童的想像力豐富，構想天馬行空，愛探索，好挑戰，遊戲正可體現這些可貴特質，而我們舉辦的社區共建遊樂場，邀請兒童自發創建屬於孩子的遊樂空間，就是最佳的示範。

我們在2015年3月於銅鑼灣維多利亞公園舉行的香港花卉展覽中，一連兩個周六、日，邀請2至12歲的小朋友前來參加，利用場內不同物資，自由創建各種遊戲，在遊戲的過程中探索新知、面對挑戰、解決困難，達到「自主構思、自發建設、自由享受」遊戲境界。

活動吸引大批家長及小朋友參加，不僅小朋友投入參與，樂而忘返，家長也深受自由歡樂的氣氛感染，與子女一同玩個不休。

Children have great imagination and many out-of-the-box ideas. They also love to explore and challenge. These qualities are best demonstrated through play. A community-built playground, which invites children to build their own play space, is thus a good demonstration of letting children express their qualities.

The event was held on two consecutive weekends in March 2015 at the Hong Kong Flower Show at the Victoria Park, Causeway Bay. Children aged from 2 to 12 were invited to participate in the playground. They could construct and build their own play ideas with the materials provided on-site. In the process, the children explored new knowledge, faced challenges, solved difficulties and achieved an ideal state of “think freely, construct freely, and enjoy freely”.

The event attracted many parents and children. While children were engrossed in the play, the parents were taken in by the joyful atmosphere and played happily together with their children.



小朋友利用現場物資構建個人遊戲。  
A child makes use of the resources provided on-site to build his play.



孩子的遊戲是沒有界限的。  
A child's play is without boundaries.



孩子非常滿意自行搭建的私家車。  
Children are very satisfied with a vehicle built by themselves.



小朋友自行創造遊樂天地。  
Children create their own playground.

鳴謝：香港迪士尼樂園度假區  
Special thanks to : Hong Kong Disneyland Resort

# 包羅萬象 遊戲多樣

## PlayScope – a variety of play under one roof

位於大埔太和的萬象館是智樂精心設計的室內遊戲空間。顧名思義，萬象館網羅包羅萬象的遊戲，讓小朋友不受天氣影響，在全天候的環境下，隨意穿梭全館，參與不同遊戲，天天開展個人的精彩遊戲經驗。

為了提供更優質的遊戲空間，萬象館在年內進行擴建及翻新工程。完成後場館的可用面積增加至4,000平方呎，並引進新穎有趣的遊戲設施，如幼兒木玩閣、污糟貓天地等，為幼兒至8歲的兒童提供更多自由遊戲的機會。

今年我們推行了室內遊戲的外展計劃，向政府、商界及教育界推廣萬象館，務求擴闊服務對象範疇。計劃的反應正面，報名踴躍。

Located in Taiwo, TaiPo, Playright PlayScope is a well-designed indoor play space equipped with various play activities. Unaffected by weather, children can tour the indoor play space freely, participate in different play activities and enjoy the great experiences of play.

In order to provide better quality play space, Playright PlayScope underwent expansion and renovation this year. After the renovation, the usable area increased to 4,000 square feet. New and fun play facilities were also put in place such as the Baby's Wooden Corner and Messy Play Room, providing more free play activities from toddlers to children aged under eight.

We also rolled out an outreach programme this year to promote Playright PlayScope to the government, the commercial and educational sectors in the hope to attract more users. The feedback regarding the programme was positive.



幼兒木玩閣為2歲以下的小朋友提供木製遊戲。  
Baby's Wooden Corner provides wooden play for children under two years old.



萬象館內的遊戲刺激好玩。  
A fun and exciting play in the PlayScope.



污糟貓天地讓小朋友發揮無限創意。  
Messy Play Room allows children to express unlimited imagination.

鳴謝：滙豐銀行慈善基金、伙伴倡自強社區協作計劃、勵志慈善基金有限公司、Josephine Lau & Kimbee Chan  
Special thanks to : The Hong Kong Bank Foundation, Enhancing Self-Reliance through District Partnership, Lichi Charitable Foundation Limited, Josephine Lau & Kimbee Chan



# 核心地點 接觸群眾

## Reaching out to the public at the reading centre

年內，智樂繼續擔任香港中央圖書館內的玩具圖書館的管理和營運工作，由於服務以長時間的定期模式運作，因而得以接觸更多群眾，為小朋友創造遊戲體驗外，也擴闊了家長對遊戲概念的認識層面。

This year, Playright continued to be the manager and operator of the toy library at Hong Kong's Central Library in Causeway Bay. As the toy library operates for long hours daily, we can reach out to the public for many time periods and create play experiences for children as well as broaden the parents' knowledge about play.



# 關顧特殊需要 遊戲有助成長

## Play for children with special needs

遊戲是兒童全面成長的關鍵，對有特殊需要的兒童也不例外。近年來，各界漸漸理解特殊需要兒童的遊戲需要，更有相關團體邀請我們合作。

今年，我們獲得資助，由2014年7月至2015年4月期間，在明愛樂進學校為學童定期舉辦遊戲課，作為校內的常規活動之一，希望藉著遊戲幫助學童健康發展，這是我們首次為特殊學校學童舉辦常規活動。我們同時為校內員工安排培訓工作坊，以掌握推行遊戲課的技巧和知識，以便日後自行舉辦活動。

Play is essential for all children's overall development. With the growing awareness about the need for play among children with special needs in society, we were invited by related organizations to co-organize play events for them.

This year from July 2014 to April 2015, we were funded to organize regular play sessions for students of the Caritas Lok Jun School for their healthy development. This was the first time we had held regular play activities in a school for students with special needs. We also arranged training workshops for the school staff equip them with the skills and knowledge about organizing play in order to conduct play sessions by themselves in the future..



為特殊需要兒童而設計的遊戲切合需要。  
Play activities are tailored for children with special needs .



特殊需要兒童也需要遊戲。  
Children with special needs also need play.



智樂為特殊學校學童舉辦常規遊戲活動。  
Playright organizes regular play sessions for children with special needs.



遊戲有助特殊需要兒童成長。  
Play is good for the growth of children with special needs.



# 培訓交流 傳遞知識

## Spread the knowledge through training and exchange

**遊**戲其實是一門專業學問，背後蘊藏了知識、研究和技巧。為了傳揚遊戲，我們舉辦不少培訓課程，對象包括本港及內地人士；另一方面，我們的工作人員也參與國際會議，以增加知識及鞏固經驗。

- 遊戲基礎證書課程（2014年5月）：為期三天的課程及工作坊在內地合肥舉行，共吸引13間內地學校參加，為25名教師提供培訓，及協助同工為籌辦遊戲日而作出準備。
- 遊戲工作基礎實用課程（2014年10月）：全新開發的課程以理論為本，加上實習實戰，讓學員掌握有關創造遊戲空間的知識及協助兒童遊戲的技巧。
- 遊戲工作證書課程（2015年1月）：以普通話講授的課程，已是第四年舉行，參加者也不再局限於教育界，還包括私營企業及內地的非牟利團體。
- 國際會議（2014年3月）：智樂派員出席在美國舉行的The Association for the Study of Play (TASP) 國際會議，以了解更多有關遊戲的最新研究，同時加強與各地專家學者的交流和聯繫。

**Play** provision requires an expertise consisting of professional knowledge, concept and skills. In order to share our knowledge about play, we held a number of training courses targeted at local and Mainland China people. In addition, our staff also joined an international conference to strengthen their own knowledge and experiences about play.

- Playwork Foundation Certificate Course (May 2015): the three-day course and workshop were held in Hefei, attracting 13 schools in China and providing training for 25 teachers in a bid to equip them to organize a play day by themselves.
- Playwork Induction Extension Course (October 2014): a newly developed course which is theory-based and complemented with placement practices, allowing students to master the knowledge about creating play space and skills about children's play.
- Playwork Certificate Course (January 2015): it is the fourth year we held the course. Conducted in Mandarin, the course attracted participants from not only the education sector, but also private enterprises and NGOs in China.
- International Conference (March 2014): Playright representatives attended The Association for the Study of Play (TASP) conference in the USA to learn more about the latest research on play. Our attendance also enhanced our rapport and exchange with overseas experts on play.



課程參加者透過遊戲更了解遊戲。  
Course participants understand more about play through play.



參加者完成課程後獲益良多。  
Participants have learnt a lot upon completion of the course.



智樂課程採用互動形式教學。  
An interactive approach is adopted for Playright course.

鳴謝：The Marden Foundation  
Special thanks to：The Marden Foundation

# 好玩爸媽 快樂孩子

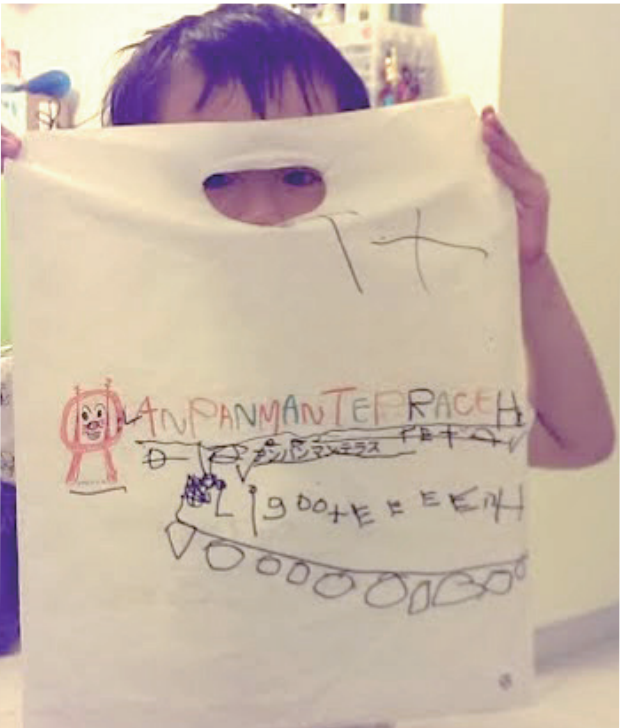
## Playful parents, happy children

**影**響兒童成長的主要人物是家長，當爸爸媽媽了解童年的重要，認同遊戲對造就快樂童年的關鍵作用，孩子的成長就有歡樂，我們的未來就有希望。

繼早年走訪不同機構認識不同階層的家長後，今年我們進軍學校的家長教師會、社區中心至社交網絡，環繞不同親子遊戲的範疇，為本地父母舉辦各式工作坊，期望藉此擴闊接觸面，引領更多爸爸媽媽明白遊戲的意義，從觀念、心態及技巧上作出改變。

**Parents** are the key persons affecting the growth of children. When Mums and Dads understand the importance of childhood and recognize the key role of play in creating a happy childhood, children will grow happily and we will have hope for the future.

Last year, we paid visits to numerous institutions in the hope of building rapport with parents from different strata. This year, we approached parent teacher associations, community centers and social media networks to organize workshops for parents on topics related to parent-child play. Through these workshops, we expanded our network of parents, guiding more parents to understand the meaning of play and leading to adjustments in their mindsets, attitudes and skills about play.



親子遊戲能加強父母與子女的關係。  
Parent-child play can enhance relationship between parents and children.



家長留心聽導師講解遊戲概念。  
Parents listen attentively to the explanation on play by the speaker.



家長在課堂上投入參與遊戲之中。  
Parents actively participate in play in the classroom.





## 醫院遊戲 Hospital Play

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## 持續二十年 堅持每一天 Unwavering dedication for over 20 years

今年是智樂醫院遊戲服務二十週年紀念。過去多年來，我們為本港多間醫院的病童提供醫院遊戲服務，幫助病童及其家人了解各種醫療程序，面對治療壓力及在病房內傳遞歡欣快樂。

除了繼續在瑪嘉烈醫院、明愛醫院及東區尤德夫人那打素醫院提供服務外，今年我們正式在威爾斯親王醫院及將軍澳醫院開展服務計劃。

過往，醫院就流感大流行而實行戒備應變措施時，醫院遊戲師都被拒諸門外，無法進入病房；所以，為了確保遊戲服務得以持續，我們常駐在病房的醫院遊戲師已在多間醫院獲委任為榮譽醫院遊戲師，即使在戒備狀態時，仍可以無間斷地回應病童的各種需要，這也正是醫院對醫院遊戲師角色認同的一大進展。

我們在各間醫院推行的專案項目中，其中的「智樂遊戲台」已在瑪嘉烈醫院推行了八年，透過互動電視頻道為住院兒童帶來不同遊戲。



「智樂遊戲台」在病房已放映8年。  
"Playright Channel" has been launched in hospital wards for eight years.

This year marked the 20<sup>th</sup> anniversary of the Hospital Play Services. Since the very beginning, we have been dedicated to provide services to sick children and their families to help them understand different medical procedures, to face the stress of medical treatments and to spread joy and happiness in the hospital wards.

While we continued to provide services to the Princess Margaret Hospital, the Caritas Medical Centre and the Pamela Youde Nethersole Eastern Hospital, we commenced our services at the Prince of Wales Hospital and the Tseung Kwan O Hospital this year.

Hospitals activate an "alert response level" for epidemics such as influenza from time to time, banning the hospital play specialists during the alert period in the past. No more! To ensure continued services during the alert period, our hospital play specialists stationed in hospitals have been appointed honorary staff in many hospitals. We can, without any interruptions, respond to sick children's needs even when the alert response level is activated. This marks a significant milestone in the hospital's acknowledgement of the hospital play specialists' role.

Special projects continued to be implemented throughout the year. The "Playright Channel", having been launched eight years ago at the Princess Margaret Hospital, continued to provide sick children with a variety of play through an interactive TV channel.



醫院遊戲師已獲委任為榮譽醫院遊戲師為病童服務。  
Hospital play specialists are appointed as honorary staff to serve sick children.



住院兒童通過遊戲了解醫療程序。  
A hospitalized child understands medical procedures through play.

鳴謝：香港公益金、何猷龍先生及夫人、瑞銀慈善基金會（以鄭錫坤及鄭許美娟名義）、勵志慈善基金有限公司、華特迪士尼公司

Special thanks to : The Community Chest of Hong Kong, Mr and Mrs Lawrence Ho, Kuenflower Management Inc (in honour of Kwong Sik Kwan and Kwong Hui May Kuen) to the UBS Optimus Foundation, Lichi Charitable Foundation, The Walt Disney Company

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# 網絡更廣 受惠病童更多

## Services expanded to serve more children

我們在2014年5月及10月，分別在威爾斯親王醫院及將軍澳醫院開始服務，令服務網絡覆蓋至四個聯網，由港島東、九龍西擴展至九龍東及新界東。開展服務以來，更獲得病童及醫護人員的正面回應。

除了地域上的擴展外，智樂也關心不同病類的病童，包括因過胖而影響健康的一群。在明愛醫院推行的「肥胖兒童遊戲計劃」，就是透過遊戲，減低病童對減肥的抗拒感，帶動肥胖兒童動起來。計劃廣受醫護人員的支持，成效也顯著，病童能成功減磅外，也再重拾自信，積極開展健康生活。

目前，遊戲室分別設於瑪嘉烈醫院及明愛醫院，以創造愉悅空間、提供多元選擇，讓病童投入遊戲；而設於明愛醫院的遊戲室今年並獲得捐助以進行翻新，令該院病童得以在耳目一新的環境中享受遊戲。



翻新後的明愛醫院遊戲室令人耳目一新。  
The renovated playroom at the Caritas Medical Centre impresses users with its new look.

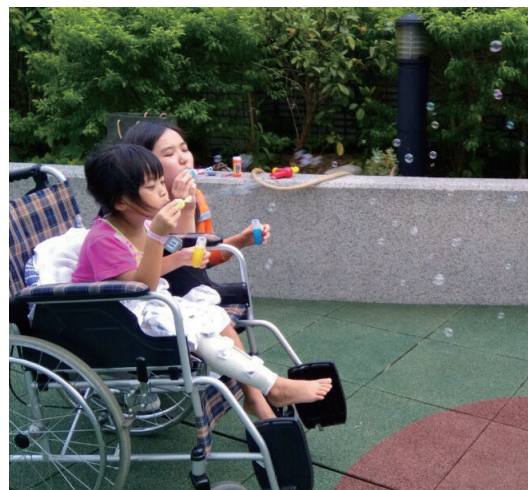
We started our hospital play services at the Prince of Wales Hospital and the Tseung Kwan O Hospital in May and October 2014 respectively. Accordingly, our services extended from Hong Kong East and Kowloon West to Kowloon East and New Territories East, covering four hospital clusters. Since the inception of our services, we have received positive feedback from the hospitalized children, their families and the medical staff and the newly joined hospitals are no exception.

Apart from the expansion of the service areas, Playright was also concerned about children with different medical needs. For example, knowing that children whose health is adversely affected by obesity, we collaborated with the Caritas Medical Centre to implement the “Play Programme for Children with Obesity”. Through a variety of play activities, the children were encouraged to exercise, thereby reducing their resistance to weight loss activities. The project was well supported by the medical staff with satisfactory results. Participants not only reduced their weight successfully but also regained confidence in life.

At present, there are playrooms at the Princess Margaret Hospital and the Caritas Medical Centre, providing a pleasant environment and a wide array of play activities for hospitalized children to play. The one at the Caritas Medical Centre was renovated throughout the year, allowing hospitalized children to enjoy the play in a brand new environment.



過胖兒童在遊戲中輕鬆減磅。  
Obese children lose weight through play in a relaxing environment.



在將軍澳醫院服務的醫院遊戲師陪伴病童遊玩。  
A hospital play specialist serving at the Tseung Kwan O Hospital plays with a sick child.

鳴謝：香港公益金、何猷龍先生及夫人、瑞銀慈善基金會（以鄭錫坤及鄭許美娟名義）、勵志慈善基金有限公司、華特迪士尼公司

Special thanks to : The Community Chest of Hong Kong, Mr and Mrs Lawrence Ho, Kuenflower Management Inc (in honour of Kwong Sik Kwan and Kwong Hui May Kuen) to the UBS Optimus Foundation, Lichi Charitable Foundation, The Walt Disney Company

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# 分享知識 傳揚價值

## Share the knowledge, teach the values

承接過往與醫護人員合作無間的傳統，我們今年也為新增服務醫院的醫護人員提供培訓。包括為威爾斯親王醫院的醫生舉辦分享會，並在該院向護士及病房職員舉辦兩節遊戲講座；此外，我們也為將軍澳醫院的醫護人員及義工舉辦了五節分享會及遊戲講座。

我們也為香港中文大學護理學碩士和學士學生，及東區尤德夫人那打素醫院的護士舉辦醫院遊戲講座。智樂多年來與香港大學專業進修學院合作舉辦的「醫院遊戲理論與實踐證書」課程中，一如過往，學員的實習工作並於期內在醫院內進行。

除了舉辦講座和培訓外，智樂也致力在與醫療護理相關的活動上推廣醫院遊戲，期內便出席了亞太區兒科護理論壇2014。

As a continuation of our good tradition of working closely with the medical teams, we provided training to the medical staff of our newly joined hospitals. A sharing session was held for the doctors at the Prince of Wales Hospital, while two talks on hospital play were also held at the same hospital for nurses and other ward staff. Moreover, we organized five sharing sessions and a hospital play talk for medical staff and volunteers at the Tseung Kwan O Hospital.

Moreover, we organized hospital play talks for students of the Master of Nursing Science Programme and students of the Bachelor of Nursing Programme of the Chinese University of Hong Kong as well as for the nurses of the Pamela Youde Nethersole Eastern Hospital. For many years, Playright has joined hands with the HKU School of Professional and Continuing Education (HKU SPACE) to hold the “Certificate in Theory & Practice of Hospital Play” course. As always, we appreciated the cooperation of the hospitals to place the students of the course for their internships in hospital play.

Apart from organizing talks and training, Playright also strived to promote hospital play on other occasions related to nursing. For example, we participated in The Asia Pacific Paediatric Nursing Conference 2014.



將軍澳醫院的醫護人員踴躍出席醫院遊戲分享會。  
Medical staff at Tseung Kwan O Hospital actively participates in a sharing session on hospital play.



在將軍澳醫院舉行的遊戲講座獲義工的支持和參與。  
The play seminar held at the Tseung Kwan O Hospital is well supported and participated by volunteers.



學員參與「醫院遊戲理論與實踐證書」課程後獲益良多。  
Students has learnt a lot after participating in the course of “Certificate in Theory & Practice of Hospital Play”.

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# 面向香港兒童醫院

## Looking ahead to serve in the Hong Kong Children’s Hospital

智樂在公立醫院推動遊戲已二十年，一向口碑載譽。今年內完成的一項有關醫院遊戲服務對住院兒童果效的研究，證實醫院遊戲的正面功效，加強了我們的決心和信心，將醫院遊戲服務推展至即將成立的香港兒童醫院。

該項研究由香港大學李嘉誠醫學院護理學院負責。港大由2012年底起兩年間，邀請304名3至12歲的住院病童參與研究。結果發現，接受服務的病童比沒有接受服務的病童，無論負面情緒或焦慮反應均大幅減少。

研究結果為我們打了一枝強心針，由於香港兒童醫院即將於2018年投入運作，我們希望將醫院遊戲服務擴展至香港兒童醫院，成為常規服務之一。在2015年3月，智樂於啟德跑道公園舉辦了「智樂開心小熊醫院2015」，會場附近正是未來的香港兒童醫院的所在地，著實饒有意義。

Playright has been promoting and implementing hospital play services for the past 20 years and all along has won critical acclaim in Hong Kong’s society. The research about the effects of hospital play services on sick children conducted during the year further affirmed the positive effects of our services. The affirmation has reinforced our determination and confidence to extend our services to the Hong Kong Children’s Hospital which will soon come into operation.

The research was conducted by the School of Nursing of the Li Ka Shing Faculty of Medicine of The University of Hong Kong. In the two-year period starting from late 2012, 304 sick children aged from 3 to 12 were invited to participate in the research. It was found that sick children having received hospital play services had significantly less negative emotions and anxiety when compared to sick children who had not received the services.

The research findings have greatly enhanced our confidence in our services. As the Hong Kong Children’s Hospital will come into service in 2018, we hope that our service will be extended to the hospital and become one of the regular, integrated services. Incidentally, in March 2015, Playright organized the “Happy Bear Hospital 2015” at the Kai Tak Runway Park. The venue of the event was close to the location of the Hong Kong Children’s Hospital, making the event even more meaningful.



醫院管理局兒科中央統籌委員會主席李志光醫生（右五）與嘉賓一起慶祝智樂醫院遊戲服務二十周年。  
Chairman of Hospital Authority Central Coordinating Committee in Paediatrics Dr Li Chi-kong (the fifth from right) celebrates the 20<sup>th</sup> anniversary of the hospital play service with other guests.



食物及衛生局局長高永文醫生出席「智樂開心小熊醫院2015」並為小朋友的公仔重操故業。  
Secretary for Food and Health Dr Ko Wing-Man attends “Happy Bear Hospital 2015” and returns to medical practice for a child’s bear.

鳴謝：香港迪士尼樂園度假區，Kiehl’s Since 1851  
Special thanks to : Hong Kong Disneyland Resort, Kiehl’s Since 1851

## 遊樂環境

### Play Environment





# 遊樂大同 夢想築動

## Let's build the dream on Play for All

我們一直致力為全港所有兒童發展共融遊樂環境。繼早年推出「遊樂共融計劃」後，智樂在2014年2月承接發展「UNICEF共融遊樂計劃」，延續理想。在此計劃下，我們為設計界的專業人士及公眾舉行了一連串活動。

我們為設計界的專業人士及修讀設計課程的專上學生舉辦了培訓項目，協助各參加者了解何謂共融遊樂空間設計，以及兒童遊樂環境的通用設計原則。67名來自建築、園景設計、城市研究及產品設計的學生完成了為期四天的工作坊，另共有141名參加者出席了相關講座。

We are dedicated to developing inclusive play environment for all children in Hong Kong. Continued from the previous “Playright UNICEF Inclusive Play Project”, the “UNICEF Playgrounds For All” project was launched in February 2014 to further the ideal. Under the project, a series of activities, targeted at the design professional field and the public, were held.

Training programmes were organized for design professional and tertiary students of design to equip them on the inclusive play space design and principles of Universal Design in children's play environment. A total of 67 students from Architecture, Landscape Architecture, Urban Studies and Product Design completed a 4-day workshop on the subject, while 141 participants joined a seminar.



講座參加者學習有關共融遊樂空間設計的知識。  
Participants learnt about knowledge of inclusive play space design at the seminar.



專上學生在工作坊上體驗坐輪椅的困難。  
Tertiary students experienced the difficulties riding on wheelchairs at the workshop.



專家講解兒童遊樂環境的通用設計的原則。  
An expert explains the universal design principles of play environment.



共融遊樂日的遊戲設計刺激好玩。  
Play ideas of the Inclusive Play Day are exciting and fun.



小朋友在共融遊樂日上投入參與遊戲。  
Children play happily together at the Family Inclusive Play Day.

作為打造全港首個共融遊樂場的前奏，我們在2014年5月舉行了家庭共融遊樂日。活動當日在屯門公園特別推出多項表現共融遊樂概念的設計，共吸引500名兒童及其家人參與，當中包括健全兒童及有特殊需要的兒童。遊樂日也成為培訓的一部分，參與的設計師及學生藉著觀察兒童之間的互動，獲取不少創作靈感。

在計劃的下一階段，我們與聯合國兒童基金香港委員會、香港園境師學會合作舉辦「共融遊樂空間設計概念比賽」，以提升屯門公園的遊樂環境為基礎，收集具體展現共融遊樂的創意設計方案，比賽於2015年3月開始。相關展覽會在比賽完成後舉行，公開展出得獎作品。

As a prologue to the development of a demonstrative inclusive playground in Hong Kong, the Family Inclusive Play Day was held in May 2014. Custom-made inclusive play ideas were provided in Tuen Mun Park. Over 500 children and family members, including typical children and those with special needs played together in that special area. The Play Day also served as part of the training for designers and students who gained much inspiration from observing the interaction among children.

In collaboration with UNICEF Hong Kong and The Hong Kong Institute of Landscape Architects, a design competition and an exhibition will be held in the later stage of the project. The competition titled “Inclusive Play Space Design ideas Competition”, which rolled out in March 2015, aimed at collecting creative design schemes to develop a truly inclusive playground by upgrading the current play environment of the pilot site in Tuen Mun Park. An exhibition will be held subsequently to showcase the winning design proposals in the competition.



家庭共融遊樂日的參加者樂也融融。  
Participants enjoy a lot at the Family Inclusive Play Day.

鳴謝：聯合國兒童基金香港委員會、陳一心家族慈善基金、亞洲協會香港中心、香港耀能協會賽馬會田綺玲學校、香港盲人輔導會  
Special thanks to : Hong Kong Committee for UNICEF, The Chan Yet-Sen Family Foundation, Asia Society Hong Kong Center, SAHK Jockey Club Elaine Field School, The Hong Kong Society for the Blind



# 專業顧問 優化遊樂環境

## Professional consultancy for better play environment

作為兒童遊戲的推動者，智樂相信創造優質遊樂空間及恪守公眾遊戲設施安全標準的重要性。我們的遊樂環境顧問服務團隊人員均經美國National Recreation and Park Association及英國 Register of Play Inspectors international (RPiI) 的專業培訓及嚴格考核，相關工作並由取得國際認可資格的遊樂場安全檢查員(Certified Playground Safety Inspector, RPiI Annual Inspector)來推行。

智樂的專業顧問透過業內公認的設計指引、國際遊樂場安全標準及作業守則，嚴格審視兒童遊樂空間的遊戲價值、共融設計及多元設施，以實現安全、通達及容納各項體驗的遊樂環境。年內，智樂獲公營及私營機構的委託，審視旗下遊樂場地在各方面的水平；同時，智樂也積極準備為即將投入服務的香港兒童醫院提交遊樂環境設計及安全建議。

As an advocate of children's play, Playright acknowledges the importance of quality play environment and public playground safety compliance. Our team of professional consultants on play environment received training and passed assessments organized by the National Recreation and Park Association in the USA and Register of Play Inspectors International (RPiI) in the UK. The relevant safety assessment work is conducted by our qualified inspectors who meet world standard (Certified Playground Safety Inspector, RPiI Annual Inspector).

Our professional consultants evaluate the play value, the inclusive play design and diversity of play environment in accordance with the best-practice of play area design and international safety standards, making available more safe, accessible and engaging play spaces. This year, Playright was appointed to evaluate the play facilities run by public and private sectors. In addition, Playright is prepared to submit play environment design and safety suggestions for the Hong Kong Children's Hospital which will soon come into service.



我們的遊樂環境顧問已獲國際認可資格進行遊樂環境評估及遊樂場安全檢查。  
Our consultants have gained world recognized qualifications for assessing play environment and conducting playground safety check.



香港濕地公園也使用我們的顧問服務。  
The Hong Kong Wetland Park also uses our consultancy services.



智樂為澳門新濠天地「童夢天地」檢查遊樂設施的安全。  
Playright conducts safety assessment for play facilities at the New Kid's City in City of Dream of Macau

一直以來，智樂為不少公營及私營的遊樂場地及遊戲設施進行安全評估及實地檢查工作，包括商場、住客會所、鄉村俱樂部的內部遊樂設施；今年我們獲得香港房屋委員會的委託，將服務推廣至全港共168個公共屋邨，確保邨內或外來的兒童均可享用安全的遊樂設施。今年我們更跨出香港，為曼谷哈羅國際學校的遊樂場進行安全檢查及工作，將我們的專業服務和精神帶到海外。

All along, Playright conducts safety assessments and on-site inspections for play facilities of both public and private sectors, including those run by shopping malls, residential clubhouses and country clubs. This year, we were commissioned by the Hong Kong Housing Authority to extend the above services to all of their 168 public housing estates to ensure children residing in the estates or those from nearby can enjoy safe play environment and facilities. Our services are not confined to Hong Kong; we conducted safety checks for play facilities of the Harrow International School in Bangkok, taking our professional services abroad.



我們為遠在曼谷的哈羅國際學校的遊樂設施進行安全檢查。  
We conduct safety checks for play space as far as that at the Harrow International School of Bangkok.



我們的安全檢查服務確保兒童安全享用設施。  
Our safety assessment services ensure children enjoy safe play facilities.



室內遊樂設施也需要安全檢查。  
Indoor play facilities also require safety checks.



# 培訓倡導 提升水平

## Training and advocacy to raise the overall standards

為了推動優質安全的遊樂空間和設施，智樂在提供顧問服務之餘，也進行相關的培訓和倡議工作。

我們不僅向公營及私營的遊樂場提供安全檢查服務，也向負責遊樂場發展、市場推廣及管理人員提供培訓，提升各單位對於遊樂設施的安全標準的認識，協助長遠維持遊樂設施的安全水平。今年曾經委託智樂審視遊樂設施安全水平的，包括 MegaBox MegaKids 童真天地、澳門新濠天地「童夢天地」及遠在泰國的曼谷哈羅國際學校，其工作人員也接受了相關培訓。

就著優質安全的遊樂空間及設施的發展方面，我們也和海外專業人員溝通交流。由國際遊樂協會（International Play Association）主辦三年一度的國際會議，於2014年5月在土耳其的伊斯坦堡舉行，智樂也有派員參加，並就共融遊樂空間的推行項目發表演講，與其他國家的遊戲專業同工交流寶貴知識及各個地區的發展經驗，藉此擴闊眼界、緊貼環球趨勢及提升專業水平。

In order to promote quality and safe play spaces and facilities, Playright also carries out relevant training and advocacy work in addition to the consultancy services.

We not only offer safety assessment and inspection for publicly and privately run play spaces, but also provide training for staff responsible for the development, marketing and management of the play spaces. The training aims to enhance the staff's understanding of playground safety standards so that they can keep the facilities safe in the long run. This year, we provided training to staff of MegaBox MegaKids, New Kid's City in City of Dream of Macau and the Harrow International School of Bangkok, which also commissioned us to do the audit on play provisions.

Regarding the development of quality and safe play environment and facilities, we had exchanges with overseas counterparts. The triennial international conference organized by the International Play Association was held in May 2014 in Istanbul, Turkey. Playright representatives participated in the conference and delivered a speech on the project of an inclusive play environment. We also exchanged knowledge and experiences of development with overseas counterparts, thus expanding our horizons, keeping us updated of global trends and raising professional standards.



我們為泰國曼谷哈羅國際學校的工作人員準備的培訓教材。  
Training tools prepared for the staff at the Harrow International School of Bangkok in Thailand.



我們舉辦有關安全遊樂設施的培訓工作坊。  
We provides training workshop on safety of play facilities.



智樂代表出席在土耳其舉行的國際遊樂協會的國際會議。  
Playright representatives attend the international conference organized by the International Play Association held in Turkey.

鳴謝：The Marden Foundation  
Special thanks to：The Marden Foundation

# 感謝各方支持

## Acknowledgement of Support





# 智樂Fun紛賣旗日

## Playright Fun Flag Day

**賣**旗日在2014年10月25日舉行，共籌得善款港幣\$ 804,343。衷心感謝1,400名義工參與及下列贊助機構的支持：



**Platinum Sponsor:**

青樹教育基金會 Evergreen Education Foundation  
House of Avenues

**Silver Sponsor:**

信永中和(香港)會計師事務所有限公司 Shinewing CPA HK Ltd  
籽苗幼稚園 Blooming Buds International Limited  
達利集團 High Fashion Group

The flag day was held on 25 October 2015 and we raised around HK\$804,343. Special thanks to 1,400 flag selling volunteers and the following donors:.



**Gold Sponsor:**

鴻日醫療有限公司 Solar-Med Limited  
促進教育基金會 Education Development Foundation Association

# 智樂《英雄大聯盟》慈善首映

## Playright Movie Premiere “Big Hero 6”

**慈**善首映在2014年12月6日舉行，共籌得港幣\$ 526,867。我們衷心感謝所有善長的支持，令慈善首映成功舉行。



The Premiere was held on 6 December 2014 and we raised HK\$526,867. We would like to extend our heartfelt “thank you” to all sponsors, donors and supporters who made this event a success.



**Title Sponsor:**

維多利亞慈善信託基金 Victoria Charitable Trust Fund

**Movie Sponsor:**

華特迪士尼電影製片廠(香港) Walt Disney Studio  
Motion Pictures Hong Kong

**Gold Sponsor:**

MPro Parenting Ltd  
Mr and Mrs Kit Low

**Venue Sponsor:**

洲立影藝有限公司 Multiplex Cinema Ltd

**3D Glasses Sponsor:**

Real D 3D

**Diamond Sponsor:**

Delphin System Hong Kong Limited

**Supporters:**

ABC Pathways School  
薈益有限公司 Prestique Limited



# 智樂開心小熊醫院2015

## Playright Happy Bear Hospital 2015

此年度的籌款活動在2015年3月8日舉行，共籌得善款港幣 \$ 863,802，以支持我們的醫院遊戲服務。

智樂感謝大家的支持，特別是以下的企業夥伴及支持團體：



This annual fund raising event was held on 8 March 2015, and it helped to raise HK\$863,802 to support our hospital play services.

“Thank you” to everyone who supported the event and a special “thank you” to the following corporate partners and supporting organizations:



**Major Sponsor:**  
Kiehl's Since 1851

**Multimedia Partner:**  
Sunday Kiss

**Supporting organizations:**  
教育王國 Baby Kingdom  
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怡人國際 (香港) 有限公司 Hape International (Hong Kong) Ltd  
香港尖沙咀凱悅酒店 Hyatt Regency Tsim Sha Tsui Hotel  
百家寶親子集團 Peegaboo GROUP  
親子雜誌 Baby Magazine  
Watsons Water

## 長期合作夥伴 攜手推動遊戲

### Long term partner to promote play



勵志慈善基金有限公司  
Lichi Charitable Foundation Limited



Mr and Mrs  
Lawerence Ho

Ng Teng Fong  
Charitable Fund



The Marden  
Foundation Limited



UBS Optimus  
Foundation



# 義工出心出力 壯大遊戲力量

## Dedicated volunteers strengthen our power to play

我們的全職員工不獨60人，面對大量室內或戶外、定期或不定期、小型或大規模的遊戲活動，都必需額外增添人手；而這種人力資源的來源，就是一群出力又賣力的義工。

不論遊戲項目的籌備、遊戲項目的即場設置、促進自由遊戲的推行、保障參加者安全的工作、人群的管理措施，典禮儀式的細節、慈善義賣的項目、救傷急救服務、活動攝影、攝錄及後期製作等，來自四面八方的義工們都全力以赴，讓我們的服务對象，包括患病住院的病童、特殊需要的兒童、幼稚園或小學的學生、一般小朋友及各位家長們，均可樂享遊戲，滿載而歸。

除了個人義工外，我們也得到各個團體義工的支持，當中包括企業、公司、友好志願組織等，當中不少更屬合作多年的夥伴。對各間企業管理層的號召至旗下義工團隊的付出，我們銘感至深。

With a staff of fewer than 60 people, we often needs extra manpower for implementing a large quantity of play events, be they indoors or outdoors, regular or irregular, small or large scaled. Dedicated volunteers are a valuable source of manpower supply.

The volunteers contributed a lot of labour to various work areas including: the preparation of play programmes, the setting up of play materials, facilitating the implementation of free play, ensuring the safety of participants, crowd control, arrangements of ceremonies, charity sales, first-aid services, photography, video making and post production. Volunteers from different backgrounds spared no efforts to help our service targets, including hospitalized children, children with special needs, kindergarten or primary school students, plus many other children and their parents to enjoy play and gain a lot from it.

Apart from individual volunteers, we also gained the support from corporate volunteers including enterprises, companies, friendly volunteer groups etc. Many of them are now our long-term partners. We are grateful for the management of each participating enterprise who motivated their staff to volunteer and contribute to the successful implementation of our play events.



真真價實的醫生在遊戲日擔當義工為小朋友的小熊公仔治病。  
A true doctor volunteers to treat a bear for a child on a play day.



義工投入地為小朋友吹泡泡。  
A volunteer blows bubbles for children with all his heart.



小朋友在義工協助下安全地玩遊戲。  
Children play safely with the assistance of volunteers.



滙豐銀行義工與小朋友開心玩氣球。  
A volunteer from the Hong Kong Bank plays balloons with a child happily.



廣君集團有限公司的義工在集團支持的遊戲日中積極參與義務工作。  
Volunteers from Great Eagle Holdings Limited actively participate in volunteer services on the play day sponsored by the company.



香港迪士尼樂園度假區的義工在社區共建遊樂場為小朋友帶來歡樂。  
Volunteers from the Hong Kong Disneyland Resort bring joy to children at the community built playground.



新濠集團的義工在醫院協助醫院遊戲師為病童提供服務。  
Volunteers from the Melco Group assist hospital play specialists to provide services to sick children.



信永中和(香港)會計師事務有限公司的義工隊為智樂落力賣旗籌款。  
Shinewing CPA HK Ltd volunteer group spares no efforts to sell flags to raise funds for Playright.



# 服務數字

## Service Statistics



### 醫院遊戲服務 Hospital Play Services

受惠人次  
Number of beneficiaries

36,795

### 鄰舍遊戲計劃 Playborhood Project

受惠人次  
Number of beneficiaries

26,518

### 智樂遊樂車 PlayMobile

受惠人次  
Number of beneficiaries

34,580

### 大自然遊戲 Environmental Play

受惠人次  
Number of beneficiaries

8,884

### 遊戲萬象館 PlayScope

受惠人次  
Number of beneficiaries

31,720

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

受惠人次  
Number of beneficiaries

123,819

### 特殊兒童遊戲計劃 Service for children with special needs

受惠人次  
Number of beneficiaries

1,205

### 遊戲培訓 Play Training

受惠人次  
Number of beneficiaries

4,318

### 遊樂環境設計及檢視 Play Space Design & Review

受惠人次  
Number of beneficiaries

8

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

受惠人次  
Number of beneficiaries

2,285

### 遊樂環境倡導及培訓 Playgrounds Advocacy Project & Training

受惠人次  
Number of beneficiaries

925

### 倡導遊戲計劃 Advocacy Projects

受惠人次  
Number of beneficiaries

22,155

### 機構傳訊 Corporate Communications

傳媒曝光次數  
Number of media exposure

237



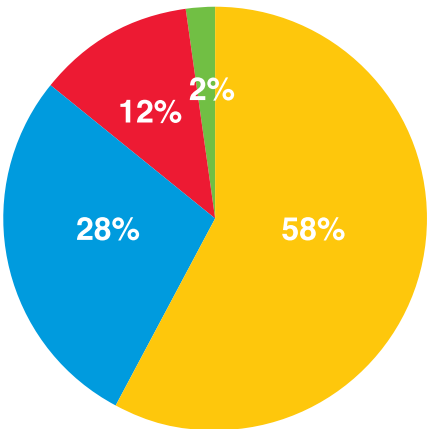
# 財務概覽

## Financial Highlights



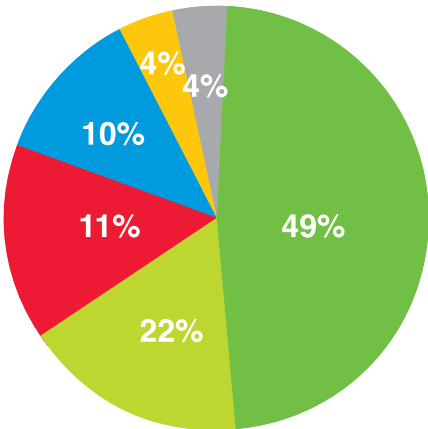
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收入 Income  
\$22,713,959



- 特定捐款  
Designated donations
- 顧問、工作坊及培訓收入  
Consultancy, workshops and training fee income
- 香港公益金  
Community Chest
- 會員收費及其他收入  
Membership and others

支出 Expenditure  
\$19,867,892



- 外展 — 遊戲發展項目  
Play Outreach – Play Development Projects
- 外展 — 醫院遊戲服務  
Play Outreach – Hospital Play Service
- 資源 — 遊戲培訓及教育  
Play Resources – Playwork Training and Education
- 環境 — 遊樂環境及安全  
Play Environment – Play Environment and Safety
- 倡議 — 機構傳訊及籌募  
Advocacy - Corporate Communications & Fundraising
- 中央行政  
Central Administration

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收入及支出一覽  
Statement of Income & Expenditure

截至2015年3月31日止年度 For the year ended 31 March 2015

收入 Income	2014/15 港幣 HK\$
香港公益金 Community Chest	2,697,361
特定捐款 Designated donations	13,164,255
顧問、工作坊及培訓收入 Consultancy, workshops and training fee income	6,393,591
會員收費及其他收入 Membership and others	413,158
利息收入 Interest Income	45,594

總收入 Total Income	22,713,959
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支出 Expenditure

倡導 Advocacy

機構傳訊及籌募 Corporate Communications & Fundraising	713,284
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資源 Play Resources

遊戲培訓及教育 Playwork Training & Education	2,222,563
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外展 Play Outreach

醫院遊戲服務 Hospital Play Services	4,349,837
遊戲發展項目 Play Development Projects	9,797,566
	14,147,403

環境 Play Environment

遊樂環境及安全 Play Environment and Safety	2,035,403
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	19,118,653
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中央行政 Central Administration	749,239
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其他支出 Other expenses	—
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總支出 Total expenses	19,867,892
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盈餘 Surplus	2,846,067
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財務狀況報表  
Statement of financial position

於2015年3月31日 As at 31 March 2015

資產 Assets	2014/15 港幣 HK\$
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非流動資產 Non-current Assets

設備及器材 Plant and equipment	38,674
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流動資產 Current Assets

應收款項 Accounts receivable	3,371,389
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預付款項及按金 Prepayment and deposit	132,980
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銀行存款及現金 Bank balance and cash on hand	12,013,102
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	15,517,471
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總資產額 Total Assets	15,556,145
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資金來源 Funds Employed

慈善儲備 Charitable Reserve	9,833,346
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資本開支儲備 Capital expenditure fund reserve	10,234
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	9,843,580
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流動負債 Current Liabilities

應付款項及應計費用 Creditors and accruals	2,752,618
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預收收入 Receipts in advance	2,547,188
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	5,299,806
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非流動負債 Non-current Liability

長期服務金撥備 Provision for long service payments	412,759
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總資金及負債額 Total Funds and Liabilities	15,556,145
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組織架構  
Organization Structure







<b>Play in Hospital Committee</b>					
Chairperson	Dr Yvonne Becher	Member	Dr CB Chow, BBS, JP	Member	Grace Chung
Member	KF Ho	Member	Dr Ko Po Wan	Member	Susanna Lee
Member	Carol Lo	Member	Anne Marden, BBS, JP	Member	Sandie Wong
Ex-officio	Blondi Kwok	Ex-officio	Kathy Wong		
<b>PlayScope Advisory Committee</b>					
Member	KF Ho	Member	Joseph Kwan, MH		
Ex-officio	Aby Chow	Ex-officio	Kathy Wong		
<b>Fundraising Committee</b>					
Honorary Advisor	Dr Maggie Koong	Co-Chairperson	Sabrina Lee Choi	Co-Chairperson	Michelle Liu
Member	Jenny Wong Chau	Member	Winnie Kan	Member	Shirley Kuan
Member	Annie Lam	Member	Cindy Lam	Member	Elina Lee
Member	Vivian Li	Member	Lisa Lui	Member	Anita Ma
Member	Esther Ma	Member	Paula Mok	Member	Gigi Pang
Member	Bally Wong	Member	Korbut Wong		
Ex-officio	Lydia Lee	Ex-officio	Kathy Wong		
<b>Flag Day Organizing Committee</b>					
Chairperson	Gigi Pang	Member	Jill Chu	Member	Winnie Kan
Member	Anita Kwok	Member	Miranda Lee	Member	Rendy Ng
Member	Janet Sin	Member	Heidy Chan	Member	Bikie Wong
Member	Charlene Wong	Ex-officio	Aby Chau	Ex-officio	Kathy Wong
<b>Gala Premiere Organizing Committee</b>					
Honorary Advisor	Mrs Nina Lam, MH	Co-Chairperson	Michelle Liu	Co-Chairperson	Anita Ma
Member	Dr Maggie Koong, BBS	Member	Esther Ma	Member	Paula Mok
Ex-officio	Aby Chau	Ex-officio	Kathy Wong		

員工團隊  
Staff Team

(as at 1 Nov 2015)

<b>Executive Director</b>					
Executive Director	Kathy Wong				
<b>Play and Playwork Development</b>					
Head of Play Service Development	Aby Chau	Manager (Toy Library)/ Playwork Trainer	Potato Yu	Assistant Manager (Playwork Service)/Playwork Trainer	Ada Wong
Senior Project Supervisor	Joyce Fung	Senior Project Supervisor	Tang Chi-ching	Centre-in-charge	Christy Cheung
Senior Play Officer	Wayne Chuah	Project Supervisor	Grace Ngan	Supervisor II	Elmer Lui
Play Officer	Panda Hung	Play Officer	Bonnie Wu	Playworker	Fan Yin-kiu
Playworker	Winnie Lam	Playworker	Felix Mak	Playworker	Man Kam-tung
Playworker	Helen Tang	Playworker	Kelly Woo	Play Assistant (II)	Karie Lai
Toy Library Assistant I	Wong Pui-yeung	Toy Library Assistant II	Helen Chong	Toy Library Assistant II	Ruby Ho
Toy Library Assistant II	Amy Lam	Toy Library Assistant II	Ma Lai-yin	Toy Library Assistant II	Alice Mak
Toy Library Assistant II	Elise Ng	Toy Library Assistant II	Karen Tai	Toy Library Assistant II	Wong Kiu-yin
Play Service Coordination Officer	Carol Yeung	Event Coordination Assistant	Jenny Tai	Administration Officer	Clara Lai
Centre Assistant	Hung Chui-wo				

Hospital Play Development					
Manager (Community & Hospital)	Blondi Kwok	Assistant Manager (HPS)	Pony Kong	Senior Hospital Play Specialist/Trainer	Karen Lau
Senior Hospital Play Specialist /Trainer	Iris Wong	Hospital Play Supervisor	Tammy Chui	Hospital Play Specialist (I)	Ava Chan
Hospital Play Specialist (I)	Chiko Chong	Hospital Play Specialist (I)	Cecilia Mok	Hospital Play Specialist (I)	Doris Wong
Hospital Play Specialist (I)	Gloria Wong	Hospital Play Specialist (II)	Kristy Lee	Hospital Play Specialist (II)	Christy Man
Hospital Play Specialist (II)	Cherie Wong	Hospital Play Specialist (II)	Katy Yu	Hospital Play Specialist (II)	Stephanie Yuen
Project Worker	Natalie Wong				
Play Environment Development					
Play Environment Consultant	Chris Yuen	Project Officer	See Chun-kong	Play Environment Development Officer	Jackie She
Corporate Communications & Fundraising					
Head of Fundraising & Marketing	Lydia Lee		Senior Corporate Communications Officer		Rebecca Lee
Central Support					
Accounting Manager	Shirley Wong		Senior Assistant Manager(HR & Admin)		Elisa Lee
Accounting Officer	Christy Chan		Administrative Assistant		Elke Yang