

Symposium on

Volunteering towards Community Building in a Maturing Society

義務工作研討會

步向成熟的社會 - 義務工作對社區建設的貢獻

REPORT
報告

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Introduction

The Symposium is an important part of the “Study Project on Volunteering towards Community Building in Hong Kong” organized by Agency for Volunteer Service (AVS) on 7 December 2010, with sponsorship from The Hong Kong Jockey Club Charities Trust. It is also one of the important events to celebrate the 40th anniversary of AVS and to herald the 10th anniversary of the United Nations International Year of Volunteers in 2011.

Prior to the Symposium, a research study on “Volunteering in Hong Kong” was conducted in partnership with the Centre for Civil Society and Governance of The University of Hong Kong and Policy 21 Limited as a follow up to the territory-wide study on volunteering in 2001 commissioned to the Public Opinion Programme of the University of Hong Kong. Based on the research findings, the Symposium aimed to discuss the issues, trends and the way forward for volunteering in Hong Kong from the perspective of challenges, opportunities and strategies in promoting volunteering, motivations of volunteers, service demand and the effective involvement of volunteers, to deliberate the issues and strategies for changing needs in a changing environment and to encourage different stakeholders to enhance their respective roles in future development of volunteering.

The Symposium turned out to be a great success that was attended by about 250 policy makers, volunteers, volunteer leaders and administrators from the government and non-government organizations, business, education, health and welfare, professional and other sectors. There were also delegates from volunteer organizations in Mainland China.

We should like to express our deep gratitude to The Hon Jasper Tsang Yok-sing, GBS, JP, President of the Legislative Council, Ms. Flavia Pansieri, Executive Coordinator, United Nations Volunteers, Ms Imelda Chan, Manager, Charities, The Hong Kong Jockey Club, Mr Lee Jark-pui, SBS, OBE, JP, Chairman, Agency for Volunteer Service for officiating and addressing at the Opening.

We owe special thanks to Mr Raymond Young Lap-moon, JP, Permanent Secretary for Home Affairs for being the keynote speaker and for those who being the plenary speakers: Professor Joseph Chan Cho-wai, Associate Director, Centre for Civil Society and Governance, The University of Hong Kong, Ms Henny Ngu, Programme Manager, United Nations Volunteers, UNDP Beijing and Mr Martin J Cowling, Chief Executive Officer, People First - Total Solutions, Australia.

We are also grateful to Dr Hon Joseph K L Lee, SBS, JP, Chairman, Association of Hong Kong Nursing Staff, Mr Fung Ka-ching, Part-time Lecturer, Hong Kong Baptist University and Mr Michael Wong Yick-kam, Non-Executive Director and Group Principal Advisor, Sun Hung Kai Properties Limited for moderating the forums; and Ir Dr Chan Fuk-cheung, Senior Vice President, The Hong Kong Institution of Engineers, Ms Maria Cheung, Assistant General Manager - Corporate Communication, NWS Holdings Limited, Ms Sharon Mar, Assistant Manager Corporate Sustainability, Asia Pacific Region, The Hongkong and Shanghai Banking Corporation Limited, Ms Hung Wing-chee, Principal, Caritas Chai Wan Marden Foundation Secondary School, Mr Cheng Wai-lam, Teacher, Kiangsu-Chekiang College, Ms Ruby Lam Kit-ying, Student, Kiangsu-Chekiang College, Ms Mabel Chau Man-ki, Chief Executive Officer, The Hong Kong Society for Rehabilitation, Ms Flora Chung Woon-fan, Chief Executive Officer, Agency for Volunteer Service, Mr Mak Hon-kai, Winner of the Second Hong Kong Volunteer Award, and Mr Lam Leung-ming, The Hong Kong Society for Rehabilitation, being the forum speakers.

We dedicate to you this report which contains the speeches, presentations and the summary of discussions and conclusions of the Symposium. We hope you will find it inspiring, stimulating and useful. This report is also available on the AVS web site <http://www.avs.org.hk>.

Taking into account the challenges, opportunities and strategies in a maturing community like Hong Kong, AVS will continue to be forward-looking and play a proactive role in partnership with the key stakeholders to foster the unique values of volunteerism in the years ahead.

開幕辭

義務工作發展局主席 李澤培 SBS, OBE 太平紳士



我們很高興立法局主席曾鈺成先生百忙中抽空光臨為研討會主禮。我謹代表義務工作發展局（義工局）全寅和在座各位向曾主席衷心致謝。我亦感謝聯合國義工計劃組織行政專員 Ms. Flavia Pansieri 為研討會惠致賀辭及派代表出席，民政事務局常任秘書長楊立門先生作主題演講，香港賽馬會慈善信託基金的捐助和慈善事務經理陳載英女士的支持。

2001 是聯合國訂定的國際義工年，當年義工局進行一項市民對義務工作的意見調查。2009 年我們進行第二次全港性的研究，冀能了解義務工作的狀況、形式、範圍、挑戰和機遇。期間的變化，可以簡單介紹一下。例如市民參與有組織義務工作的比例由 2001 年的 22.4%，增至 2009 年的 35.9%，而義工服務時數亦逾倍增加。義務工作隨著社會的變遷，亦有所成長。這個研究的要點，將會在今天研討會提出和各位分享。至於香港義務工作發展的歷程，本局剛出版有關東亞運的「香港義工創傳奇」一書有較詳盡的介紹，歡迎各位參閱。

事實上，香港經過數十年的發展，已起了深遠的改變。就以人口為例，香港由一個大量移民轉為較定型的社區；由年青人較多，到年老人比率明顯增加的組合；市民教育程度節節提升和普及。經濟上，香港由進出口到以製造業最後到以服務業為主要業務的城市，已趨向變為成熟型的經濟體系；與此同時，全球經濟已由穩定增長變為困景重重。社會轉變，更是明顯；工業化，城市化的沖擊、家庭制度的蛻變、價值觀物質化、貧富差距擴闊，社會流動機會轉窄等種種情況，政府應有適切的對策和施政，同時，身為市民，我們亦可透過參與義務工作改變社會。義務工作作為建設社區的動力，應如何進一步發展？

義工局四十年來和義工同行，以助人為樂，為構建一個關懷的社群而努力。今日的研討會，不但要面向目前社會的發展階段，更要顧及未來的需要和趨勢，各界在義務工作發展中可擔當的角色，尤其工商界、教育界和社會服務界，共同創造有利義務工作進一步發展的環境。我希望這個研討會能達到暢所欲言、集思廣益和高瞻遠矚的目標。

今次研討會是慶祝義工局成立四十週年的一個重點活動；並預祝 2011 年聯合國國際義工年十週年的來臨。義工局「行義 40 年」，在社會各界的支持下，帶動香港的義務工作不斷前進，跨越一個又一個的里程碑。我們希望繼續與大家夥伴合作，推陳出新，服務更前瞻，深化義務工作精神，強化義工服務的力量，建設香港這個步向成熟的社會，將愛的情懷和人性尊嚴的理念傳遍每一個角落。

開幕勉辭

香港特別行政區立法局主席 曾鈺成 GBS 太平紳士



本人感到十分高興獲邀出席是次研討會並擔任主禮嘉賓。今次研討會是義工局 40 周年重點慶祝活動，我向義工局致以熱烈祝賀。今天研討會匯聚本地、內地及海外的學者、專家、義工及各界關心義務工作發展的人士，探討於推廣義務工作的挑戰與機遇、發展策略和各界應採取的角色，實在別具意義。

香港的義工服務發展日趨成熟。義務工作精神廣受社會各界認同，行義助人漸成為市民生活的一部分。有不少香港市民甚至遠赴內地偏遠地區，甚至海外發展中國家提供服務，作出重大貢獻！我為此感到光榮自豪！這也顯示義工局過去多年來付出的努力，取得豐盛的成果。義工局肩負發展義務工作的重要樞紐角色，在香港推動義工發展 40 多年，為建立一個互愛關懷的社會，與各界伙伴合作，與時並進，推陳出新，成果有目共睹！謹此向義工局致賀！

香港的義務工作近年發展尤其蓬勃，這正好反映香港市民在生活質素的追求，並不滿足於在物質上的需要，更重視人與人之間的關懷，助人為樂已成為追求豐盛人生的重要部份！參與義務工作是無分年齡界限，人人均可對社會作出貢獻，幫助有需要的社羣。年青人可通過義務工作培養公民意識，在職人士可透過義務工作感少平時的工作壓力，退休人士又可發揮所長，分享人生經驗，一家人做義工可促進家庭和諧與凝聚力！而在服務過程中，義工和受惠者都感受到愛與關懷，得到快樂和滿足感，為社會的和諧安定注入更多的正能量。

際此義工局慶祝成立四十週年，本人謹祝義工局百尺竿頭，更進一步！繼續帶動香港的義務工作不斷前進，更多人生活快樂，使到社會更進步、更融和！最後謹祝是次研討會完滿成功！

開幕致辭

香港賽馬會慈善事務經理 陳載英女士



我很高興代表香港賽馬會〔馬會〕參與是次研討會。在座各位都好有心撥出時間和資源為社會服務，相信曾經參與義工活動的朋友都認同義務工作的確很有意義，不但幫助有需要的人，同時亦讓我們珍惜所擁有的一切，更重要的是促使我們反思如何貢獻社會。

義工是社會的寶貴資源。在「時間就是金錢」的忙碌社會，這一撮人仍然願意把他們寶貴的時間奉獻給其他人，合力建立一個關懷、信任與和諧的社會，很值得我們尊敬。

義工局自 1970 年起，不斷鼓勵市民參與義務工作，並提供訓練和公眾教育，推動義工服務發展。早前義工局的調查發現，香港義務工作的參與人數和總時數均有明顯增長，特別是年青人，這現象令人鼓舞，亦肯定了義工局四十年來的努力。

馬會早於七十年代已開始支持義工局，於 2008 年捐助「香港義務工作與社區建設研究計劃」，全面分析香港的義務工作現況，並舉辦是次研討會。我們希望藉著研討會，與本地和海外的專家及義工領袖交流，分享他們的寶貴經驗，以幫助政府和公眾了解香港的義務工作所面對的挑戰和機遇，為義務工作訂立適切的發展方向。

除資助研究外，我們亦捐助了「專才義工網」— 社區資源發展計劃，成立專業的義工隊，為有需要的團體提供更專業和具質素的義工服務。去年，馬會更獲康樂及文化事務署邀請，成為 2009 年東亞運動會的「主要貢獻機構」，很高興再次與義工局合作，全力支持「香港賽馬會 2009 東亞運動會義工計劃」。東亞運動會得以成功舉辦，六千名義工的投入參與可以說功不可沒。

於過去十年，馬會共捐獻超過一百億港元予慈善和公益項目。我們亦是香港最大的單一納稅機構，十年間繳付稅款約一千二百三十億元。馬會獨特的非牟利經營模式，把合法賭博的收益撥捐慈善項目，惠澤社群。

香港賽馬會除捐款外，亦身體力行推動社區服務，馬會義工隊於 2005 年成立，鼓勵所有職員及退休員工參與義務工作。至今已有八百位成員，服務社會時數超過二萬小時，為有需要人士獻出愛心與關懷。更讓員工有機會回饋社會，履行慈善公益使命及盡企業公民責任。

為了鼓勵年青人參與義工活動，我們成立了賽馬會獎學金同學會，讓同學除了學術上的發展，亦鼓勵他們投入慈善及義工活動，從中汲取寶貴的體驗，成為有責任感並熱心服務的市民。

在此我代表馬會感謝義工局舉辦是次研討會，希望各位能從交流中得到啟發。我期望馬會繼續與義工局攜手合作，鼓勵更多公眾人士加入義工行列，建設一個充滿愛與關懷的社會。

Message from

Ms Flavia Pansieri

Executive Coordinator, United Nations Volunteers (UNV)



I am pleased to extend the warmest congratulations to Agency for Volunteer Service (AVS) on 40 years of significant work on building and promoting volunteerism in Hong Kong, as documented in the report “Volunteering in Hong Kong”. Building on such a strong foundation, I wish AVS all the very best in continuing your inspiring work into the future.

I would like to take this opportunity to wish you success with today’s symposium on “Volunteering towards Community Building in a Maturing Society”. Hong Kong, with its history of development successes, including a thriving volunteering sector, is in a strong position to continue to promote and celebrate the contributions of volunteerism to development. As the title of this Symposium indicates, volunteering plays an important role in building communities and social cohesion.

By building communities, the Millennium Development Goals (MDG) can be achieved, with the ingenuity, solidarity and creativity of millions of ordinary people engaging in voluntary action. The willingness of all citizens, to give their time freely out of a sense of solidarity can collectively have a major influence on poverty reduction and all the MDGs.

In fact, this year, the UNV is celebrating International Volunteer Day (IVD) with the theme ‘Volunteering for the MDGs – Share the Story’. We are now 10 years into our 15-year MDG commitment and it is time to step up our efforts. In the coming year we celebrate the tenth anniversary of the International Year of Volunteers (IYV+10), people all around the world will join a global effort to reinvigorate the spirit of volunteerism and to remind people that they can make a difference to development efforts. Using the opportunity of IYV+10, I believe that the success and experiences of AVS can inspire and contribute to further accelerate the nature and pace of development and achieve the MDGs in poorer regions of China, as well as globally.

China has made remarkable progress towards achievement of the MDGs, particularly in poverty reduction. Additionally, China’s experience and its support to other developing countries have made a significant contribution to international efforts in meeting the MDGs, especially as a key contributor to MDG 8, which aims to strengthen the global partnership for development. While other challenges remain in areas such as reducing regional and urban/rural disparities, gender equality, reversing the spread of HIV/AIDS, and in environmental sustainability. Within this context, UNV China and UNDP have recently developed the State of Volunteerism in China Report, to which AVS also kindly contributed, which will inform us on how volunteerism can help contribute to address these remaining challenges towards achieving China’s national development goals.

Once again, Congratulation and I wish you all successful and stimulating Symposium.

主題演講

「義務工作與社區建設」

民政事務局常任秘書長 楊立門太平紳士



本年為國際義工年，亦是義務工作發展局四十週年的大日子，我很榮幸可以參加今天的研討會。

義務工作發展多年，或許形式、規模改變了，但無論是有組織的，還是自發的義工服務，都一直為香港凝聚一股愛心正能量，在不同的角落發光發熱，維繫着社會的和諧融洽，為構建一個互助互愛的社會作出貢獻，促進社會共融，亦加強市民對香港的歸屬感。

義務工作發展局最近進行一項有關香港義務工作的研究發現，香港其實有不少人士參與或希望投放時間在義務工作上。這代表有不少潛藏的義工力量有空間作進一步發展。

香港發展的軌跡和國際很多經濟成熟的地方相類似。當一個社會趨向成熟，我們要滿足的就不會止於基本的生存需要，而會對生命的價值有所探索和追求。參與義務工作既可幫助生活上有實際需要的朋友，也可啟迪義工和受助人的精神新境界。用生命影響生命的義工故事，不斷發生，也不斷在鼓勵更多朋友發揮互助的精神。最近香港有幾位出色的義工甚至為義務工作犧牲寶貴的生命，令社會人士均為之動容及敬佩。加入義工的行列，不但有助個人的培養，也同時為家庭、社會、國家及世界的發展作出貢獻。

為了更有系統地推動義工服務，政府在 1998 年起提升義工服務的推廣，成立了「義工運動督導委員會」，負責為「義工運動」制定方向及推廣策略。一直以來，督導委員會因應社會和義工的需要，在青年團體、學校、家庭、工商企業及社區團體，推廣義工運動。現時，「義工運動」有超過 2,110 個團體登記及 92 萬個個人登記，單在 2009 年就錄得 2,100 萬個小時的義務工作，受惠的群體遍及全港各區以至國內同胞。督導委員會亦透過推廣策略、義工訓練及嘉許制度，鼓勵大家以不同的方式參與義工服務。在 2011 年起，政府在推廣義工運動方面有四大策略。第一，繼續推動「家庭義工」這個概念；第二，擴闊參與義務工作的群體；第三，發展創新的義務工作項目；第四，是推廣義務工作成為一種生活方式，透過義務工作促進社會共融。

首先，近年督導委員會提倡的「家庭義工」概念，效果理想，我們希望能繼續推動，鼓勵義工與家人組成更多家庭義工隊。家庭義工隊不單可以服務社會，同時可以令家庭成員之間的關係更緊密：一方面自少培養家中的孩子關心別人的美德，將義工精神薪火相傳；另一方面親密的家庭關係令孩子知道遇到困難時家庭是他們的後盾，會給予他們支持。家中的長輩參與義務工作，亦可運用自己多年來累積的社會經驗服務社會，提點後輩，同時又令退休生活更為精彩。

第二，就是擴闊參與義務工作的群眾，透過動員年青人、退休人士和少數族裔參與義工。義工運動要持續地發展，年青人的接棒是很重要的，同時，年青人參與義工服務亦能訓練他們的組織能力，培養他們樂善助人的精神，對整體青年發展起了積極作用。

香港人口愈趨老化，人均壽命越來越長，即使年屆退休，仍然很有活力，而長者豐富的社會經驗，正是香港的寶貴資源，他們在義務工作的參與不單為自己的生命添姿采，亦成為受助人及年青人的鼓勵。

近年香港跟其他已發展之地區一樣，有一個新的趨勢，愈來愈多成功的專業人士選擇提早退休，轉而參與自己專業以外的工作，更有不少人會投身義務工作，我們應該好好善用這些人士寶貴的知識及經驗推展義務工作。另外，香港是一個多元文化的社會，少數族裔在香港落地生根，年青一代在這裡成長，說的是一口流利的廣東話，他們一同參與建設香港。如能鼓勵他們積極參與義工運動及服務自己的同鄉，必定能使受眾更有親切感，事半功倍。我們希望鼓勵他們以行動回饋社會，讓他們融入社區，鼓勵不同種族人士之互相了解，促進社會的融和。

第三，義務工作有助社區的建設與和諧，鼓勵市民踏出第一步是很重要的。「傳統」的義務工作給人的印象離不開探訪長者以及賣旗等的工作。實際上，義務工作是很多姿多彩及多樣化的。例如，教老人家上網玩facebook；又或者透過參與師友計劃，啟發和引導年青人，陪伴他們成長等等。社區當中有許多人有不同的需要，義務工作的想像和發揮空間是無限的。故此，委員會鼓勵發展創新和富趣味性的義工項目，吸引更多不同年齡及背景的人參與。

第四，就是推行「第三層次」的義務工作。「義工運動」推動至今，「第一層次」的單次義務工作，及「第二層次」的持續義務工作已發展得相當成熟。「第三層次」就是將義工服務融入日常生活，鼓勵義工在日常生活中活出義務工作的核心價值，即人與人之間的互助及關懷。我相信若然這份互助及關懷能夠植根生活中，將有助透過義務工作促進社會共融。

“Volunteerism is a way of life”「義務工作」就是一種生活方式。由賣旗到週六、週日去探訪老人家，到為社區團體抽空擔任義工的專業會計師或攝影師；到在國內參與救助災區同胞的義工，甚或是在街上幫助老人過馬路的你和我，處處都有義務工作的機會，處處都可活出義工的核心價值。我們有一個願景，就是全民都成為義工，在一生人中起碼有一次義工經驗。而我們深信義工的火炬得以長存不滅，最根本的就是香港人的熱心永燃不息。當義工行動成為生活的一部份，當大家都活出義工精神，大家就會互相照亮彼此的生命。

以上我簡單地從民政事務局的角度，分析義務工作的推展，希望各位能分享意見。今天的研討會匯聚各方面的專家，是一個難得的交流機會。期望今天的討論能將義工運動向前推進。

多謝各位。

Plenary Speech I

“Findings and Observations of the Survey Research on Volunteering in Hong Kong”

Professor Joseph Chan Cho-wai
Associate Director, Centre for Civil Society and Governance
The University of Hong Kong



The Hong Kong Government started to promote volunteering three decades ago; the establishment of the Agency for Volunteer Service in 1970 was an example in this endeavor. To further promote volunteerism, the Social Welfare Department of the HKSAR launched the Volunteer Movement in 1998. Despite these well-intended efforts, there was inadequate data and systematic analysis on different aspects of volunteering – the motivation to volunteer, volunteer management and sustainability, and reasons of non-volunteering, just to mention a few important and yet under-studied areas.

In 2009, the Agency for Volunteer Service (AVS) commissioned the Centre for Civil Society and Governance of The University of Hong Kong, and Policy 21 Ltd., to conduct a study on “Volunteering in Hong Kong” in order to provide an up-to-date and comprehensive picture of volunteering. It was a follow up to the territory-wide study on volunteering in 2001—a project commissioned again by the AVS and carried out by the Public Opinion Programme of the University of Hong Kong.

My presentation consists of two parts. The first part outlines the profiles and contributions of volunteers on the basis of the present study. A total of 1,514 out of 2,696 eligible respondents were successfully interviewed by phone between March and July 2009, representing a response rate of 56.2%. In the second part of the presentation, we seek to find out if volunteers are better citizens. We rely on data coming from the Study on Civic Awareness 2007, which was commissioned by the Committee on the Promotion of Civic Education, HKSAR. Before presenting the results of our analyses, it is necessary to clarify a few key terms that will be used throughout the presentation. First of all, volunteering is defined as any services provided by individuals who willingly contribute their time and effort without monetary or material returns. Moreover, these services are offered through formal organizations. Secondly, current volunteers refer to individuals who volunteered in the last twelve months. Thirdly, ex-volunteers are individuals who have volunteered, but not in the past 12 months. Lastly, non-volunteers are those who have never volunteered.

Profile and contributions of volunteers

The present survey found that 18.6% of the respondents were current volunteers. Taking into account the ex-volunteers (17.3%), a total of 35.9% of the respondents had volunteer experience. It signified a rather impressive growth in volunteering, for only 22.4% in the 2001 survey had any volunteering experience. There was a substantial increase in the mean annual volunteer hours; from 34.8 hours in 2001 to 87.4 hours in 2009. The total number of volunteer hours in 2009 was 87 million and the total economic value contributed by volunteers was estimated to be HK\$5.5 billion, which was equivalent to 0.34% of Gross Domestic Product in 2009. I found the increase in both the volunteer rate and hours encouraging and it is important to sustain this growth. The study showed that the distribution of male (51%) and female (49%) current volunteers was about even. Furthermore, 56% of the current volunteers were between 15 to 39 years old; 41.7% had post-secondary

education; and 25.4% had a personal income of HK\$15,000 or above. Half of the current volunteers were working (51.9%), and one-fifth (20.7%) were students. In terms of occupations, about half of the current volunteers were managers and professionals (49.4%). Comparing the mean volunteer hours in the past month showed that female (12 hours) served longer hours than male (6.8 hours); and those 40 or above (26.7 hours) also served longer than younger age groups. The retired made up only 6.8% of the current volunteers, however, their mean volunteer hours in the past month (18.1) were three times that of the students (5.9). Service workers and shop sales were as committed as the retired in terms of the mean hours of volunteering (18.7 hours in the past month).

If we weigh the profile of the volunteers against the general population, it is interesting to note that higher percentages of the volunteers than the populations were between 15 to 24 years old, had received at least post-secondary education, had a monthly income of no less than HK\$15,000, and were students. If they worked, a higher portion of the volunteers were managers/professionals, or clerks than that the general population.

It was heartening to see that the volunteer experience was regarded to be fulfilling. The majority of both the current and ex-volunteers agreed that they had benefited from volunteering (88.1%); their clients had appreciated the services they provided (82.3%); and the staff of the organizations they had served valued their contribution (80.9%). The data suggested that the younger the volunteers started volunteering, the longer years they served as volunteers. Individuals who began volunteering while they were studying had on average been volunteers for 7.1 years, compared to 6.2 years of service for those who started volunteering while they were working, and 5.7 years for those who began after retirement. Furthermore, a longer volunteer experience implied longer volunteer hours. Those who joined the volunteer force in the last year or two spent on average 4.2 hours volunteering in the past month, while those with over 11 years of volunteer experience had devoted 26.5 hours to volunteering in the same period.

On the whole, we are pleased to report that the data showed the volunteer experience to be positive and that volunteer rate has increased considerably over the last few years. We should not be complacent, however, because Hong Kong's volunteer rate and hour are still lagging behind developed countries such as Australia, Britain, Canada and the United States. In other words, there is plenty of room for promoting volunteering in Hong Kong.

Are volunteers better citizens?

If good citizens care and participate in various forms of democratic politics, feel attached to community, understand social issues, and embrace other-regarding ethics, then the volunteers appeared to be better citizens than non-volunteers, according to results from The Study on Civic Awareness, 2007.

Results from the survey indicated that the volunteers were politically and socially more active than non-volunteers. Politically, volunteers were more likely to discuss news with friends, express views on public affairs in the mass media, sign petitions, attend rallies, join demonstrations and play a part in public consultation. Socially, the volunteers were more involved in activities organized by clubs, associations, and other formal groups, as well as in informal social activities with families and friends.

Although the volunteers had similar levels of general trust as the non-volunteers, the two groups differed in terms of particularized trust. The volunteers were more trustful of new immigrants from the Mainland, South Asians,

Europeans, and Americans than the non-volunteers. Furthermore, the volunteers were more optimistic about achieving social harmony than the non-volunteers. More so than the non-volunteers, the volunteers believed that it was possible for the rich and the poor, the educated and the less educated, people of different races, and new immigrants from Mainland China and the Hong Kong local residents to understand and get along with one another.

As expected, the volunteers were more ready to help others than the non-volunteers. Not only were the former more prepared to use their spare time to help others; they were also more willing to accept a salary cut in order to save their colleagues' jobs. Moreover, a higher percentage of the volunteers (70.1%) made donations than the non-volunteers (46.1%). The volunteers were found to have higher post-materialist values than the non-volunteers. They believed that family and friends were more important than career and money, that environment protection and heritage conservation were not slighter than economic development, and that material well-being did not precede spiritual well-being.

By way of recapitulation, the results of the survey showed that compared to the non-volunteers, volunteers were found to be more politically and socially active, more trustful of certain groups, more willing to help others and to donate money, and more optimistic about social harmony and post-materialist. The results therefore demonstrated an association between volunteering and citizenship.

Last but not least, let me very briefly sum up the main points of the presentation. First, volunteering is becoming more common in Hong Kong in the course of the last decade. Second, volunteers have contributed significantly to society. Converting the hours put in by the volunteers to monetary values places the estimate at HK\$5.5 billion, which is equivalent to 0.34% of GDP in 2009. Third, the effects of volunteering go beyond the individual and the social realm – volunteering is related to various aspects of good citizenship.

Plenary Speech II

“Volunteering Worldwide from the Perspectives of Challenges, Opportunities and Strategies”

Ms Henny Ngu

Programme Manager, United Nations Volunteers,
UNDP Beijing



First of all, I would like to congratulate AVS as well as the volunteering stakeholders in Hong Kong for the good work that can be found clearly from the findings of survey research on Volunteering in Hong Kong. My presentation covered few topics which begin with a brief introduction of United Nations Volunteers (UNV), an outline of global trends that impact on volunteerism, highlights of possible challenges, opportunities and strategies toward volunteerism and lastly some key recommendations based on our international experiences.

I. United Nations Volunteers and the Global State of Volunteerism

The United Nations Volunteers programme is the United Nations (UN) organization that promotes volunteerism to support peace and development worldwide. We recruit and manage over 7,000 volunteers each year from 159 nationalities in 132 countries. In China, we have been working here since 1981 and we have volunteers working on a wide variety of sectors from environmental protection, biodiversity conservation, education, migration, poverty reduction, disaster response, recovery and risk reduction. We are also in partnership with Chinese government counterparts on strengthening the national volunteer infrastructure in China towards meeting national development goals.

2001 was the UN-sponsored International Year of Volunteers (IYV) which marked an international effort to recognize the value of volunteer activities and volunteer best practices, facilitate volunteer policy making and support among member-states, form international and national networks based on best practices, and promote the cause of volunteerism among thought leaders and citizens worldwide.

While other factors have played a role, the IYV heralded a new era of national volunteerism underpinned by a notable increase in international and national policy support, as well as new strategies that exploit technology and globalization. Over the past decade many countries have developed new strategic platforms upon which partnerships between the government, civil society, and the business community are meant to flourish. Most recently, the Obama Administration in the United States elevated volunteerism to a national priority (NCVS, 2009). His call to national service will not only increase volunteerism, it will spur further innovation in the sector. These global trends can also be mirrored in China. Volunteerism will continue to play an important role towards achieving development goals.

For the tenth anniversary of IYV (IYV+10) next year, we will celebrate the achievements of the past decade. For the first time, UNV will be compiling a Global State of Volunteerism Report to be released on International Volunteers Day in 2011.

II. Current Global Trends that Impact Volunteerism

There are many global trends that represent the threats and opportunities facing the volunteer sector worldwide. To explore such a context, the global trends that affect volunteerism can be discussed as the following:

Inequality: The gap between the rich and the poor is a growing concern. Volunteering is an efficient way to transfer human and social capital between communities.

Global uncertainty: Greater instability and unpredictability caused by the threat of terrorism, climate change, global economic crisis and other phenomenon requires a stabilizing force such as organized volunteerism to respond and prevent such uncertainty.

Global health threats: Emergency outbreaks of contagious diseases such as SARS and Bird Flu as well as sustained epidemics such as HIV/AIDS can be mitigated by health volunteers.

Demographic changes: Demographic changes will require diverse responses from national volunteer programs. Some countries have a large youth population which can be employed through volunteer programs to reduce unemployment or enhance skills. Other countries, like Japan now and China in the near future, will experience an increasing dependency ratio as the elderly population swells. A volunteer initiative to assist or employ the elderly may be appropriate in such cases.

Demand for services: Some governments may not be able to meet the growing demand for services among constituents. Partnerships with voluntary organizations can offset increasing demand and help complement the role of government.

Religious Motivation: Religion motivates volunteerism. Increased religious activity can lead to more volunteerism in a given society but it can also lead toward forms of exclusion (Merill, 2007).

Technological Innovation: As with the business and government sector, the voluntary sector will greatly enhance services over the next decade through technology-enabled innovation and web 2.0 strategies like social networking site and platform which link people across boundaries.

Influence of Business: Best practices in the business world are transferable to the voluntary sector. As business practices become more accessible and accepted among civil Society organizations and volunteer-involving organizations, new efficiencies and innovations will result (Murphy, 2004).

Globalization: With increasing globalization, this has led to greater virtual and physical mobility. A global workday, international networks, international best practices, inexpensive airfare, and all-pervasive communication technology will empower volunteers to stay informed and work from anywhere, but it will also increase the need for professional skills.

Recognition of Economic Value: Volunteer activity is not typically counted in national accounts. The UN and a handful of nations around the world are testing method to measure and evaluate the economic value of volunteerism in order to raise the visibility of its inherent value to society.

III. Challenges, Opportunities and Strategies

The international voluntary sector's response to these global trends has resulted in the sector-specific trends highlighted as the following.

- **Information and Communication Technology (ICT) Revolution:** The Web 2.0 and new communication technologies are empowering volunteer agencies and the volunteers themselves to do more, better and faster. Though the voluntary sector has lagged behind the private sector in capitalizing on technological advances, new economies of scale have lowered the cost and have made the technologies available to more people. As a result, innovative strategies that leverage new technology are emerging around the globe. This trend is allowing volunteer agencies to:
 - Connect volunteer opportunities to volunteers, more quickly and accurately.
 - Enable distance volunteering focused on delivering work products via the internet.
 - Facilitate online volunteer training opportunities.
 - Recruit and screen highly qualified volunteers.
 - Streamline and centralize volunteer management processes including registration, volunteer tracking, performance reviews, program evaluations, and communications.
 - Streamline internal processes such as accounting and human resource management within the volunteer involving organizations.
 - Send real-time information to volunteers in the field such as rural area where is difficult to reach through broadcast texts and other messaging technology.
 - Expand networks and services cheaply into marginalized communities and around the world, better known as "bridging the digital divide."
 - Reach or create virtual communities with a common interest focused on any given issue from.
 - Advocate for change via social media.
 - Share best practices around the globe.
 - Transfer funds to and from offices and into the field via new electronic money transfers.
 - Flatten organizational hierarchies enabling responsive and timely decision making.
- **Specialist Volunteers:** Volunteer Organizations (VOs) are becoming more selective with volunteer recruitment, particularly when specialized skills are required. Some organizations or projects require accounting, web design, engineering, or business management expertise. Not only is it far cheaper to recruit specialist volunteers from among their supporters, volunteer satisfaction can also grow because they are using their strengthen and skills in the voluntary work. For example, an environmental non-governmental organization (NGO) would do better to deploy an attorney to review environmental regulations rather than help with a beach cleanup.
- **Differentiated Volunteers:** Specialist volunteers can bring even greater value to the VOs when they are teamed up with specialist in other fields. VOs with a comprehensive recruiting system and strategy can now recruit teams of specialist. For example, the environmental organization might want to bring the attorney together with an ecologist and an economist, to prepare a cost-benefit analysis.
- **Virtualization and Modularization of Volunteer Projects:** Volunteer projects are not necessarily defined by time and location anymore. Some of the most prominent volunteer work in the world is done in discreet segments by specialists during their free time. For example, the Linux operating system, the Mozilla software suite, and the Wikipedia projects are all the work of thousands of volunteers spread around the globe that have taken responsibility for a small component of a very large undertaking. The most impactful volunteerism will one day take place in the virtual world during coffee breaks.

- **Disaster Risk Reduction (DRR) through Volunteers:** With the recent wave of high profile natural disasters and infectious disease outbreaks DRR is a hot topic in volunteerism, especially in the case of rapid deployment. The primary emphasis is to provide training to community-based volunteers to respond in the case of a disaster and to work along side with specialist team.
- **Economic Valuation of Volunteerism:** Efforts are underway to assign volunteering an economic value. Conventional measures of the national accounts tend to exclude voluntary activity. The Genuine Progress Indicator (GPI) in the US and other measures are attempting to establish standardized approaches to the inclusion of volunteer activity (GPI, 2006). Beyond the idea of valuing the labor of volunteers, volunteerism can also help create social capitalⁱ. A robust study valued US volunteerism at between 1 and 1.25 % of the US GDP for 2002 (Pho, 2004) which is a very significant contribution. Other studies concurⁱⁱ.
- **Long-term Volunteering:** There is also a trend for long-term volunteering. While short-term volunteer assignments remain the norm, long-term and far-flung assignments have become more popularⁱⁱⁱ.
- **Corporate Volunteering:** Market leading corporations have offered volunteering opportunities to staff for some time now as a way to meet Corporate Social Responsibility (CSR) objectives. Recently theses companies have begun using volunteering to provide hands on training to executives and teams. A recent survey among Fortune 500 Companies in America found that 90% of human resource directors believe that volunteering with a Non-profit is an effective way to build skills (Deloitte, 2008). Such as Pfizer, Price Waterhouse Coopers, IBM, Accenture, Starbucks, Ernst & Young, and Timberland all demonstrate corporate best practices in corporate volunteering in either the local community or in cross-border initiatives (FSG Social Impact Advisors, 2007). As these are market leaders attracting the best talent in the market today, other companies will be sure to follow.
- **Life Cycle Appropriateness:** Demographic considerations are encouraging volunteer organizations to begin tailoring experiences to the needs of a volunteer's age cohort^{iv}. In aging countries, it is important to find the elderly volunteer opportunities that utilize a life time of skills but limit physical exertion are the priority^v. In those countries with young population, countries with limited economic opportunities, and countries with skill deficits volunteer opportunities can also focus on building workplace skills and partnering with educational institutions.

ⁱ Social capital, along with physical and human capital is an inherent component of national wealth. The collective action, information flow, and reciprocity that results from social capital enhances the productivity of society and thus, increases economic activity (International volunteering: trends, added value and social capital, 2004).

ⁱⁱ In 2004, the value of formal volunteering in the UK reached 40 billion BPD (European Volunteer Centre, Voluntary Activities in the UK: Facts and Figures, 2004). In 2005, the value of the work done by just those American volunteers sent abroad exceeded 2.9 billion USD (Development Initiatives, 2004)

ⁱⁱⁱ In developed countries, the idea of a gap year, when a new college graduate takes a year off before entering the work force, is a common excuse to volunteer over an extended period. The recent economic crisis has also encouraged many to enter into long-term volunteer commitments due to the lack of paying opportunities in the United States and Europe. Young people see volunteering as a way to build skills and create value. In the US, the Peace Corps experience, a 2 year volunteer assignment overseas in underserved communities, is an aspirational part of the American service ethos (McCabe, 2009). Short but intensive volunteer experiences abroad, or voluncations, have become popular ways for volunteers to recharge during their vacations and for nonprofits to bring in resources.

^{iv} The US Peace Corps has a tradition of youthful volunteers. In an example of life cycle awareness the agency has, in recent years, directed much of its outreach toward seniors, while enhancing its volunteer support policies to meet the needs of more elderly volunteers (McCabe, 2009).

^v The US Peace Corps has a tradition of youthful volunteers. In an example of life cycle awareness the agency has, in recent years, directed much of its outreach toward seniors, while enhancing its volunteer support policies to meet the needs of more elderly volunteers (McCabe, 2009).

IV. Key Recommendations and Conclusions

Organizations and national policies that embrace the current trends in volunteerism will be in the position to develop unprecedented strategies that explicitly value volunteerism while integrating ICT, demographic requirements, virtual volunteer networks, volunteer specialties, differentiated opportunities, and partnerships among corporations and educational institutions.

There are some examples of internationally applied practices (not an exhaustive list) for key recommendations. The Corporation for National and Community Service (CNCS) in the United States for instance, is important for being a government agency that can serve as the infrastructure around which voluntary organizations can rally. Such a government agency can help to create and enable environment for volunteerism to flourish; to set policy; to initiate, promote and rally national volunteer campaigns; provide official recognition of volunteer contribution; allocate resources as an investment on volunteering on the population. For developing a cohesive national strategy, Volunteering Australia (is in planning stages) and Commission on the Future of Volunteering (UK) are examples which involve and prioritize input from many stakeholders. It is relevant and is owned by the particular country at the national level.

It is essential to develop national standards to ensure that the benchmarking and recognized qualification for volunteer management like Volunteering Australia and the US CNCS as well as AVS in Hong Kong. Furthermore, to protect volunteer rights and to evaluate the management capacity of volunteer involving organizations are important. National training is also a key to enhance official qualification in a systematic and professional way. Other good practices, rely on networks of local volunteer centers as opposed to depend on hierarchies can anchor creativity and innovation which could respond to local situations and conditions; allow formation of community-based Voluntary Organizations to encourage initiatives, innovative ways and solutions to address a particular social need.

Moreover, reaching out to businesses to encourage workplace volunteering is significant for the promotion and development of volunteerism like AVS in Hong Kong. It would also be useful that government ministry create specific volunteer strategies in responding to the increasing demand of public social services, England's National Health Services for example. Besides, National youth volunteering schemes have been used in order to increase the participation of youth in a particular community.

In conclusion, I would like to share a quote from the UN Secretary-General, Mr Ban Ki-moon for the IVD celebration 2010: "Volunteerism helps bring us together as individuals and societies. It is a powerful means of mobilizing all segments of society as active partners in building a better world. Together, let us strengthen the institutional frameworks that support volunteerism. Together, let us use the 10th anniversary of the IYV+10 which remark in 2011 to find new areas where volunteering can make difference. Let us honour volunteering as an expression of our common humanity and a way to promote mutual respect, solidarity and reciprocity."

Plenary Speech III

"Motivation and Effective Participation of Volunteers in a Maturing Society"

Mr Martin J Cowling
Chief Executive Officer,
People First - Total Solutions, Australia



I am honoured to be in Hong Kong and especially at this exciting Symposium.

I first came to Hong Kong almost 40 years ago. I was here for my 7th birthday. I remember vividly every moment of my 7th birthday. My memories of Hong Kong were of landing at the old airport into a vibrant energetic place with giant skyscrapers hugging the peak. I was fascinated by the abacuses, people used in the stores. I loved the double-decker trams and I became an addict of the Star ferry demanding my parents take me across it again and again. Since that time, the skyscrapers have got higher, the abacuses have disappeared, the airport has moved. I can still ride the double-decker trams but the MTR tentacles right across Hong Kong.

40 years ago, was also when the Agency for Volunteering Service (AVS) was formed. AVS was formed because people then believed that Hong Kong to be a mature society needed a way to engage people in volunteering. The question is what sort of society does Hong Kong want to be? A successful global society will need to consider the triple bottom line of Economic Profitability which is the most strengthen in Hong Kong, Social Capital which is the buildings of people resources and Environmental Sustainability. In 2010, Charities Aid Foundation and Gallup Polls ranked almost every country for financial giving, time giving through volunteering and helping a stranger. The world giving index shows Hong Kong came 18th in the world that is impressive as considering there were 190 countries that were surveyed.

Today in the maturing Hong Kong society, Volunteering has three impacts on the community, the agency or non-profit organization (NPO) and the individual.

Impact on the Community

In York, the United Kingdom, volunteers went on strike for four months until the board of their charity resigned in 2010.

What would be the impact on Hong Kong if all of your volunteers went on strike? What would be the impact if they all disappeared?

In the research study on "Volunteering in Hong Kong" by Hong Kong University, it was found that the estimated economic value of volunteering is equivalent to the estimated cost of almost two thirds of the MTR West Island line every year, which is 5.5 billion dollars, the same as 41,500 jobs, more than can be fitted entirely into the Hong Kong Football Stadium. So Hong Kong is mobilizing a football stadium of volunteers every year who feed, support, house, clothe, educate and protect.

All these illustrated volunteering is a mass impact on the society.

Impact on the agency or NPO

Volunteering would impact an agency in a number of ways. When you bring skilled people into your agency, they would change how your agency operates. When volunteers bring their view points of community into your agency, they would impact the way you think to the community and the way you think about your services.

41.7% of volunteers have a post secondary education. Volunteers bring their time, skills, opinions and thoughts to the non-profit organizations. They talk about their volunteer work, with their families, with their friends at temple of church functions on their face-books, on their blogs, they influence support for your cause. They bring enthusiasm.

Impact on the individual

Volunteering changes lives, builds skills, relationships and character. Let me tell you a story about two funniest volunteer interviews I have ever had. The funniest interview was when the guy turned up drunk. As he came into the room, he tried to sit down but missed the chair and fell on the ground. "I was so nervous" he said, "I had some drinks. I think I have had too many!"

The second funniest was with a guy who did not talk anything and never said a word. However, he has come and volunteered twice a week and he spoke six weeks later. Because of volunteering, he started to study in a polytechnic to be a bookkeeper, and worked part time for NGO as a bookkeeper. What did we do? Volunteering changed his life!

That's what volunteering does. It impacts individuals, impacts agencies and impact communities.

Building motivation & participation

Why people volunteer? It can be summarized into four reasons of mission, benefits, task and people.

People want to help the mission of the organization, want to give back or make difference of life. Some benefits they could get from volunteering such as gaining skills or making friends. People would be motivated by some specific tasks or interests they want to have in their life. Some motivated because of people factors that they want to work with a certain group of people. What agencies need to do is to find out what motivated people and the way of meeting motivation in order to provide them opportunities.

Apart from that, agencies need to make sure volunteers understand the impacts and values they actually make to the community. To ensure the meaningful of volunteer works, express thankfulness, and reimbursement are also important to volunteers as they contribute their own cost and expenses.

In closing, it is important for take volunteering seriously by different sectors. For instance, government pioneers impact, value and return on volunteering, business make more contributions and benefits to volunteering, non-profit organizations to use the full range of skills available, and media holistic report on volunteering. On the other hand, research into motivations and benefits on economic impact, social impact and Asian models of volunteering could be one of the way to let public understand more depth in volunteering from different aspects. Last but not least, to respect volunteers and ensure good practice are significant since one of the reasons why people engage with volunteers is how the way the agencies or non-profit organization engaged with them.

Summary of Concurrent Forums

Forum 1 "The Corporate Environment for Volunteering"



Moderator

Dr Hon Joseph K L Lee, SBS, JP
Chairman, Association of Hong Kong Nursing Staff

Speakers

(In alphabetical order)

Ir Dr Chan Fuk-cheung
Senior Vice President, The Hong Kong Institution of Engineers

Ms Maria Cheung
Assistant General Manager - Corporate Communication, NWS Holdings Limited

Ms Sharon Mar
Assistant Manager Corporate Sustainability, Asia Pacific Region
The Hongkong and Shanghai Banking Corporation Limited

How corporations and professionals can better serve and contribute to society:

- Corporations can explore and utilize the potential or specific skills of employees, empower and encourage them to share experience and skills with others. It is therefore essential to identify and meet the needs of the community for volunteering.
- Professional volunteers can contribute personal resources such as knowledge, time, care and donation etc. to serve the community. For example, engineers can help government in the policy-making and strategy-formulating process contributing to the success of community building.
- Corporations can cooperate with NGOs to develop volunteer teams and establish partnership with the education sector to carry out relevant courses, seminars and site visits for the career development for their own staff or for the academic advancement for interested students.

Ways to attract and encourage professionals and employees to join volunteer services:

- Provide greater variety of services and explore new services such as regular caring calls or visits to the elderly, the underprivileged or ethnic minorities, charity sale, environmental conservation, home improvement for the elderly etc.
- Unleash and capitalize volunteers' talents as well as to match their special knowledge, skills and interests. For example, form specialize volunteer teams like haircutting, balloon twisting, dancing etc.
- Encourage employees to join diversified services with family members to enhance cohesion of family and community.
- Recognize volunteers' contribution and efforts by setting up an award scheme, invitation to celebration and presentation ceremony. Nominate outstanding volunteers to participate in volunteer competitions or international volunteer conferences to broaden exposure and let them know they have made a real difference.
- Skills enhancement, training and development courses to strengthen volunteers' competence. Leadership training to empower experienced volunteers to become volunteer leaders
- Provide administrative support to volunteers such as travelling or other allowances, insurance coverage and communication platform or IT support like intranet, e-newsletter and circular, database maintenance to update their service hour record. Highlight the identity of volunteers by production of uniforms, logos, documents etc.
- Top management plays a leading role in volunteer work, support employees for volunteering during office hour, allow service leave or roster arrangement for employees to participate in volunteer services and training.

Forum 2 “The School Environment for Volunteering”



Moderator

Mr Fung Ka-ching

Part-time Lecturer, Hong Kong Baptist University

Speakers

(In alphabetical order)

Mr Cheng Wai-lam

Teacher, Kiangsu-Chekiang College

Ms Hung Wing-chee

Principal, Caritas Chai Wan Marden Foundation Secondary School

Ms Ruby Lam Kit-ying

Student, Kiangsu-Chekiang College

Reasons for Volunteering

Volunteering helps nurture a healthy character and good citizenship for students. It not only develops their talents and potentials but also builds social skills and expands their social network. Volunteer is part of the Other Learning Experiences (OLE) for students to meet the requirement of the New Senior Secondary (NSS) curriculum.

It is essential for schools as well as the education sector to promote volunteerism with a new perspective to create a caring and learning environment, to develop all-round students and mutual-supportive relationship for a cohesive and stable community.

Factors that enhance the development of volunteerism in the school sector:

- Seeking top-management support: the promotion of volunteering spirit is better initiated from the school management. The direct participation of the headmaster and teachers in volunteering provides a good role model to the students. The effect of promotion will thus be multiplied.
- Establishing policy and guidelines: school policy facilitating the implementation of volunteer service project should be formulated. It may include injecting resources to support volunteer service projects; and a flexible school time-table to accommodate the delivery of volunteer service. As a result, a positive culture as well as solidarity between teachers and students can be achieved.
- Location of resources: make effective use of community resources to obtain service opportunities and support. Volunteer management training is beneficial for teachers to engage students and parents effectively in volunteering.
- Teachers and students can be involved in different nature and levels of volunteer work to comprehend the value of volunteering. Through this process students' concern and sense of belonging to the society can be developed along with their continuous commitment to volunteer service.
- Collaboration: enhance the co-operation among parents, organizations and community.
- Creating values for volunteer programme: plan volunteer work that is with profound meaning and social impact so that students can recognize their contribution concretely.
- Preparing student volunteers for success: provide suitable volunteer training in terms of service briefing and skills so that the participating students will have greater confidence and satisfaction.
- Effective delegation: encourage students to participate in the planning and organization stage in order to explore and realize their potential and further encourage their willingness to share with others and make a good impact on junior students.
- Reflection and learning from experience: students can introspect, increase self-understanding, develop a healthy personality and strive towards the ideal of holistic development through experiential learning and reflection from volunteer work.
- Appreciation and celebration: to share and give proper recognition to the student volunteers on their achievement and hard work to reinforce and encourage their further participation.

Forum 3

“The Environment for Volunteering in the Non-Profit Sector”



Moderator

Mr Michael Wong Yick-kam

Non-Executive Director and Group Principal Advisor,
Sun Hung Kai Properties Limited

Speakers

(In alphabetical order)

Ms Mabel Chau Man-ki

Chief Executive Officer, The Hong Kong Society for Rehabilitation

Ms Flora Chung Woon-fan

Chief Executive Officer, Agency for Volunteer Service

Mr Lam Leung-ming

Ambassador, The Hong Kong Society for Rehabilitation

Mr Mak Hon-kai

Winner of the Second Hong Kong Volunteer Award

Volunteering towards Community Building in a Maturing Society

Relationship between volunteerism and Non-Profit Organizations (NPOs)

- The relationship between volunteerism and the rise of NPOs are closely interrelated. NPOs constitute the majority of volunteer users or Volunteer Involving Organizations (VIOs) and provide a fertile ground for the growth of volunteerism. Significantly, many NPOs in Hong Kong were founded by volunteers in turn.

Role and Contributions of Non-Profit Sector

- Create a volunteer-friendly organizational environment for volunteering which provides organization policy guidelines, adequate allocation of resources, a trustful partnership between staff and volunteers, meaningful job opportunities, and establishment of a unit or coordinator for volunteer management.
- Commit the needed human and financial resources to engage volunteers effectively with the support of useful information, training, insurance coverage, volunteer networking and referral etc. Sincere appreciation to volunteers is always vital to building and nurturing a positive working relationship with volunteers.
- Respond to the changing expectations on volunteering, create models, map strategies and directions for its further development.
- Provide volunteers and the general public opportunities to understand the needs of service users and society, make full use of their talents, knowledge and skills to contribute to volunteering and cultivate a better and cohesive community.
- Build partnership and synergy among different sectors in the community to enhance volunteer participation and sense of fulfillment as well as social harmony and solidarity.

Role and Contributions of Agency for Volunteer Service (AVS)

- Volunteer Networking and Referral – to provide value added and quality volunteer service to the NPOs. The Hong Kong Community Volunteers and Volunteer Talent Bank-Specialized Service Teams supply and refer quality volunteers to meet various service needs. Mega events volunteer management like the Hong Kong 2009 East Asian Games and Carol Singing Festival etc.
- Training and Consultancy – to strengthen volunteers' competence, and to enhance the quality and professionalism of volunteer service. Major areas of work include Volunteer service and management training, professional support and consultancy, production of training kits and A-V materials, Volunteer Link– the e-volunteer resources platform etc.
- Promotion and Volunteer Recognition – to stimulate volunteerism to encourage volunteering like International Volunteer Day (IVD), 10th Anniversary of International Year of Volunteers (IYV+10), Hong Kong Volunteer Award, support to Hong Kong Awardees Society (HKVAS) and Hong Kong Council of Volunteering (HKCOV); promotional events such as HSBC Share-to-Care Volunteer Campaign and Give a Day, Get a Disney Day.
- Advocacy and Pioneering – in response to community needs and volunteer-related issues. For example, the sex offender registration, volunteer safety and protection, issue of volunteerism stamps to mark IYV+10, pioneer projects on volunteering–student volunteering, employee volunteering, family volunteering, culture and arts volunteer programme etc.

- Research and Strategic Development – to understand the changes and trends of volunteering so as to deliberate the issues and strategies for advancing volunteerism. For example, survey research on volunteering, seminars and conferences, International and regional exchange like the IAVE world and regional volunteer conferences, report on volunteerism to international volunteer organizations and United Nation Volunteers (UNV).

Role and Contributions of Volunteers

- Volunteers are an essential make-up of the organization bringing expertise and support as well as donation in cash and in kind to the non-profit sector.
- Founders and Board of directors and Committees: Many NPOs in Hong Kong were founded by volunteers. Many boards and committees are made up of volunteers who dedicate their support and services to the organization without any remuneration.
- Volunteers also contribute their time and expertise to the management of NPOs and delivery of service. Besides, many service users or clients can become volunteers of the organization.
- Understand the service needs and perform quality and diversified services with resource support. Provide advice and suggestions to build a harmonious society.
- Funding or resources support from business corporations to NPOs can be enlisted through partnership to provide value added and quality volunteer service to the community.

Volunteerism - The Way Ahead

- Enhance volunteer quality and professionalism by establishing standards on the benchmark.
- Expand volunteer network by promoting volunteerism as part of corporate social responsibility amongst the profit sector and encouraging greater involvement of corporate volunteers in the non-profit sector.
- Increase service diversity, innovativeness and opportunities while planning, organizing and coordinating volunteer programmes, provide volunteer management training and promote effective volunteer engagement.
- One-off large-scale volunteer programme may provide opportunities for public education and promotion of volunteerism. Volunteering can take different forms, which are mutually enabling to the service users and volunteers.
- The elderly volunteers can enjoy mutual support and encouragement through gathering, communication and understanding in particular to explore their talent, utilize potentials, foster idea exchange, maintain friendship and promote harmony.
- AVS plays a significant pivotal role in creating a favorable environment for volunteering by engaging people from all walks of life and through partnership with different sectors in promoting volunteerism.

總結

義務工作發展局

「香港義務工作與社區建設研究計劃」

工作小組主席

鄧桂能 BBS 太平紳士



香港近數十年迅速發展，無論從社區形態、人口年齡比例組合、經濟及產業結構、家庭制度和價值觀的蛻變、貧富差距擴闊、社會流動機會轉窄和基本生活質素的高水平等方面來看，都顯示香港正值「步向成熟的社會」的階段。雖然教育普及，但青少年問題更形複雜。義務工作在此階段對社區建設可以有何貢獻？現在我會從各位講者及參與討論人士的發言當中，嘗試歸納整理，為「義務工作對社區建設的貢獻」這個課題作出總結；並就未來的需要和趨勢，提出義務工作進一步發展的方向。

我們先審視一下全球義工發展的情況。我們可以看到現在是全球趨向一體化、講求高科技、效率與質素的年代。同時，世界亦面臨不少危機，包括全球生產及資源分配不均、世界局勢不穩、人口遷移、全球暖化及衛生風險大增等。全球正有不少服務機會，等着義工們伸出援手！要有效運用義工的力量去對社區建設作出更大貢獻，提升義工專業水平。策略方面，有效分工及協調義工資源去回應多元化的服務需求是最重要的，而我們亦看見全球義工服務需求更專門化和專業化；我們亦需要妥善運用一日千里的資訊科技發展，一方面廣泛地傳播義務工作的訊息，另一方面善用互聯網及虛擬技術讓更多人可參與義務工作；各持份者包括政府、商界和非牟利界別需要建立更緊密的聯繫。另外，我們看見不少國家和地區都有訂定本土的義務工作發展政策以及有關義務工作的標準；這都是我們值得參考的措施。

回到本土，從香港義務工作研究的分析中，我們看見，義務工作在過去十年迅速擴展；2001 年的研究估計約 80 萬人於過往一年內曾參與有組織的義務工作，而在 2009 年則達 100 萬人，增長達 25%。雖然要達到英國、加拿大、以至澳洲和美國等的高水平還有漫漫長路，但其對香港的貢獻是不容忽視的，以 2009 年為例，義務工作的經濟價值相等於 55 億港元或 8,700 萬小時的服務時數。當然，義務工作並不只是提供經濟價值，研究亦顯示人們參與義務工作是因為覺得它具有意義和豐富社會價值，可以傳達關愛互助的精神，有效凝聚社會資本，促進社會和諧共融！

另一方面，研究顯示義工的背景學歷相對於非義工較佳，42% 義工具大專 / 大學或以上教育程度，而年紀亦較輕、收入較高，每 2 名義工之中便有 1 人為經理及專業人士。義工們較主動參與社會事務，對香港的歸屬感亦較高；因此，義務工作可說是培育良好公民意識的搖籃。從今日的分享我們更可以看到，義工服務富有滿足感；知道自己所做的服務有意義、有價值，就是義工們繼續無私奉獻的主要動力！比起 8 年前，發現義工服務範疇更為廣泛，由以往較簡單的工作，發展至更需策劃、統籌、輔導及其他較高層次技巧的種類，例如沙士防疫、四川地震救援和東亞運動會等須大型社會動員的活動。對象並不限於弱勢社羣，更伸展至一般市民大眾。可見義工的貢獻已遍及香港人生活中的每一個環節。

在推動義務工作進一步發展方面，我們可以歸納及提出：

政府 需要投放穩定及足夠的資源和支持給予推動義務工作的團體，同時在施政層面上為企業及有關團體提供有利發展的因素；例如考慮訂定保障義工權益的指引；提出鼓勵企業、學校、社團及機構等推動義工的政策；增強對義工的嘉許鼓勵等；政府應更積極推動發展義務工作的基礎建設。

工商界 支持義務工作，視為企業的社會責任之一。可考慮成立企業本身的義工隊，並訂定企業政策，投放資源，加強培訓，設立獎勵制度，並為員工提供方便他們進行義務工作的措施。

教育界 推動青年參與義務工作方面，教育界實在是十分重要的合作夥伴。我們可以配合新高中學制，讓學生能有機會體驗及持續地參與義務工作。很多中學以往都有安排學生參與義工服務，但同學都只是參與者。義工局提出的「青年義工團發展計劃」，更強調訓練老師和同學的策劃和組織能力，讓他們由被動的義工參與者，成為積極的義工策劃者，並培育學生的自信、勇氣、關懷和承擔 (4C - Confident, Courage, Care & Commitment)，培育健全的品格和公民意識，而學校則需投放更多資源配合，培訓教師的義工管理能力，讓教師帶動學生策劃義務工作。

專業界 動員有關各界別，如工程界、法律界、醫學界等，促進各專業成員擔任義工，發揮技能和專長，服務社群及回應社區問題、實現自我。在「步向成熟的社會」的階段，香港面對的社會問題更形複雜和多元化，實在更需要專業人士，包括已退休者，以其專業知識與專長協助解決。我們要確立社會需要和將其分類，以便由專業人士來作出貢獻。另外，透過專業學會與義工局合作，設立嘉許機制，例如專業人士義工嘉許計劃，促進更多的專業人士參與。

非牟利界別 / 任用義工的機構 要締造一個有利義務工作的環境，非牟利界別中機構對義工的親和性十分重要。任用義工者與義工必須有全面的溝通及了解，明白義工們的期望和需要，並作出回應。要能知人善任，讓他們盡展才能。另一方面，機構員工與義工分工清晰亦非常重要；要讓員工與義工之間建立互信，進而促進感情維繫。任用義工其實是需要有資源配對，對義工的協調、支援和嘉許亦不能缺少，更應注重義工的安全和保障。而義工最希望的，就是非牟利界別能開拓創新和多元化的服務，擔任更多不同種類和層面的服務，如 籌、策劃和聯絡等要求較高的工作，讓他們可以盡展所長。另外，吸納服務使用者和退休人士的參與，能有效回應社會對服務的需求。

至於義工局，自成立以來一直積極承擔推廣及發展義工服務的樞紐角色。這角色的功能包括動員、組織、轉介及培訓義工；為任用義工機構舉行訓練、專業諮詢和技術支援；舉辦義工嘉許，宣傳及推廣義工精神；關注義工議題，進行對義務工作的研究，分析香港義務工作的發展及對社會的貢獻和價值，訂立有效策略。從今天的討論，證明這些工作都受到各界的認同。今後，義工局將繼續以前瞻的態度，與各界加 合作，包括提升義工素質及專業性、訂立優質義務工作的標準、加強義工領袖管理培訓，推動創新及多元化的服務、協助非牟利界別有效吸納和善用義工，倡議和締造有利義工發展的文化與環境。

在開始時我們提過，香港的發展已達「步向成熟的社會」的階段，此時此刻，社會更需要和諧及凝聚；而義務工作的功能實在比以往任何一刻更為重要。相信大家都十分認同義務工作發展是促進社區建設的重要因素。我們審視了全球義工發展的挑戰和趨勢；又從研究中看見香港義工發展的機遇和策略。在討論當中，我們明白到政府、商界、專業界、教育界、非牟利界（及媒體）各自可承擔的角色，更提出了各方可實行的措施和政策。我們樂見各界團體伙伴合作，積極推廣義務工作，開拓服務機會，深化市民的參與和發揮；並通過培訓增強義工能力，進一步促進義務工作優質化和專業化。

研討會有超過 250 位來自政府、工商界、非牟利界、教育界、專業界等界別的領袖、決策者和義工領袖參與，謹代表義工局多謝各位全情參與和熱烈討論，令是次研討會非常成功而且極具代表性！

最後，我們希望香港社會最終邁向「全民義工」的理想，「義工文化」融入每個人日常生活！

Biography of Plenary Speakers

Professor Joseph Chan Cho-wai Associate Director, Centre for Civil Society and Governance The University of Hong Kong

Joseph C.W. Chan is professor in the Department of Politics and Public Administration, The University of Hong Kong. He obtained his D.Phil. from the University of Oxford. His research interests include comparative political philosophy, civil society and NGOs, human rights and Asian values. He was head of department from 2002-2004 and founding director of the Centre for Civil Society and Governance in the Faculty of Social Sciences from 2003-2009. He is currently an associate director of the centre. He and Dr. Elaine Chan of the Centre have collaborated on many research projects on Hong Kong's civil society, covering such topics as social cohesion, citizenship, patriotism, volunteering, civility, corporate social responsibility, civic engagement, civil society index, and NGO capacities.

Ms Henny Ngu Programme Manager, United Nations Volunteers, UNDP Beijing

Henny Ngu (吳慧妮) became the UNV Programme Manager for China in August 2009. Prior to being in China, Henny worked with UNDP in Indonesia as Technical Advisor on Justice Sector Capacity Building working with the Indonesia Supreme Court.

Henny is a Malaysian national with an MA in International Studies and Diplomacy from the School of Oriental and African Studies (SOAS), University of London and a BA (Honours) in Psychology from the University of Nottingham, United Kingdom.

United Nations Volunteers (UNV)

Based in Bonn, Germany, UNV is the UN organization that supports sustainable human development globally through the promotion of volunteerism, including the mobilization of volunteers. UNV emphasizes that achieving the Millennium Development Goals (MDGs) will require the ingenuity, solidarity and creativity of millions of ordinary people through voluntary action.

Administered by the United Nations Development Programme (UNDP), UNV works in close collaboration with governments, civil society and other United Nations Organizations, Funds and Programmes, as well as many volunteer-involving organizations and networks.

Each year, UNV provides a channel for over 7500 skilled professionals from all regions of the globe to engage as UNV Volunteers in more than 140 developing countries.

Mr Martin J Cowling Chief Executive Officer, People First - Total Solutions, Australia

Martin J Cowling is a leading consultant on not for profit and volunteer management. He has worked with commercial and not for profit organizations for over twenty years. Currently CEO of People First - Total Solutions, Martin works regularly with individuals and organizations internationally on areas connected with not for profit management, organisational culture, motivation, effective volunteer management, constructive personal development and financial disadvantage.

Martin's presentations are informative, thought provoking and beneficial. He is regarded in Australia and internationally as an entertaining, practical and helpful speaker. He is a regular speaker at conferences globally. He is founder and faculty member of The Australian Retreat for Advanced Volunteer Management.

Martin has published a number of articles in journals nationally and internationally and is currently authoring a text on volunteer management. His qualifications include: BA (Psychology), Grad dip Adult Education & Training, Grad dip HR & IRM, Dip Vol Management, Cert IV Coaching.

He is a volunteer with The Red Cross, The Chicago Olympics and a member of the Education Sub Committee for Volunteering Victoria.

Programme

08:45	Registration	
09:15	Opening Ceremony	
	Address by Mr Lee Jark-pui, SBS, OBE, JP	Chairman, Agency for Volunteer Service
	Address by Guest of Honour The Hon Jasper Tsang Yok-sing, GBS, JP	President of the Legislative Council, HKSAR
		Message from Ms. Flavia Pansieri Executive Coordinator, United Nations Volunteers
	Address by Ms Imelda Chan	Manager, Charities, The Hong Kong Jockey Club
	Souvenir Presentation	
09:50	Keynote Speech	
	"Volunteering and Community Building" Mr Raymond Young Lap-moon, JP	Permanent Secretary for Home Affairs, HKSAR
10:00	Tea Break	
10:20	Plenary Session	
	Convenor: Dr Stephen Ng Kam-cheung	Chairman, Planning and Services Committee, Agency for Volunteer Service
	Speech I "Findings and Observations of the Survey Research on Volunteering in Hong Kong" Professor Joseph Chan Cho-wai	Associate Director, Centre for Civil Society and Governance The University of Hong Kong
	Speech II "Volunteering Worldwide from the Perspectives of Challenges, Opportunities and Strategies" Ms Henny Ngu	Programme Manager, United Nations Volunteers, UNDP Beijing
	Speech III "Motivation and Effective Participation of Volunteers in a Maturing Society" Mr Martin J Cowling	Chief Executive Officer, People First - Total Solutions, Australia
12:05	Lunch Break	
13:30	Concurrent Forums	
	Forum 1 "The Corporate Environment for Volunteering"	
	Forum 2 "The School Environment for Volunteering"	
	Forum 3 "The Environment for Volunteering in the Non-Profit Sector"	
15:00	Tea Break	
15:20	Report Back Session of Forums	
	Convenor: Mr Tang Kwai-nang, BBS, JP	Vice Chairman, Agency for Volunteer Service
	Chairman, Task Force on Symposium on "Volunteering towards Community Building in a Maturing Society"	
	Open Discussion	
16:05	Conclusions	
16:15	End of Symposium	

Photo Gallery



Guest of Honour, The Hon Jasper Tsang Yok-sing, GBS, JP, President of the Legislative Council (in the centre), Mr Lee Jark-pui, SBS, OBE, JP, AVS Chairman (5th from the right), guests and speakers.



Guests, Speakers and AVS Directors at the Opening Ceremony (from left to right): Mr Tang Kwai-nang, Ms Henny Ngu, Mr Raymond Young Lap-moon, JP, The Hon Jasper Tsang Yok-sing, GBS, JP, Mr Lee Jark-pui, SBS, OBE, JP, Ms Imelda Chan and Professor Joseph Chan Cho-wai.



Plenary Speakers (from left to right):
Professor Joseph Chan Cho-wai, Ms Henny Ngu and Mr Martin J Cowling



About 250 policy makers, volunteers, volunteer leaders and administrators from different sectors attending the Symposium.



Guests and participants enjoyed very much in the Symposium



Very positive feedback from guests and participants

Acknowledgement

We are indeed indebted to The Hong Kong Jockey Club Charities Trust as this Symposium has been made possible by its sponsorship. We should like to express our heart-felt thanks to the Centre for Civil Society and Governance of The University of Hong Kong, Guest of Honour, keynote and plenary speakers, forum moderators and speakers, volunteer helpers and participants contributing to the success of the Symposium.

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The Hon Jasper Tsang Yok-sing, GBS, JP
President of the Legislative Council, HKSAR

Keynote and plenary speakers

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Permanent Secretary for Home Affairs, HKSAR

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Mr Martin J Cowling
Chief Executive Officer, People First - Total Solutions,
Australia

Forum moderators and speakers

(In alphabetical order)

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Chief Executive Officer, The Hong Kong Society for Rehabilitation

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About Agency for Volunteer Service

The Agency for Volunteer Service (AVS) founded in 1970, is a non-profit organization dedicated to playing a proactive and pivotal role in the promotion and development of volunteerism for the building of a civil society and caring community. Its mission is to motivate, mobilize and facilitate individuals, groups and organizations to provide value added and quality volunteer service through partnership with all sectors of the community and other effective means. Its core values are human dignity, care and share, community-oriented, innovativeness, quality, cost-effectiveness, partnership, professionalism and sense of fulfillment.

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