

A Collaborative Approach to Build a City for All Ages in Hong Kong

Presented by
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One Club One Team One Vision



香港賽馬會
The Hong Kong Jockey Club
同心 同步 同進 RIDING HIGH TOGETHER

CONFIDENTIAL

A unique integrated business model to channel surplus to charity/philanthropy



Tax Contribution 稅款貢獻

21.7

HK\$billion
十億港元

Horse Race Betting Duty	賽馬博彩稅	13.0
Football Betting Duty	足球博彩稅	6.2
Lottery Duty	獎券稅	2.0
Profits Tax	利得稅	0.5

Donations 捐款

Approved Donations to Community 已審批慈善捐款

7.6

HK\$billion
十億港元

Charities and community projects supported 216
慈善機構及社區項目

* HK\$4.1 billion to 215 projects and HK\$3.5 billion to construct the Hong Kong Palace Museum
捐款41億港元資助215個項目，另捐款35億港元支持興建「香港故宫文化博物館」

Club Donations to Charities Trust 馬會慈善信託基金捐款

7.4

HK\$billion
十億港元

Each year the Club donates a large part of its operating surplus to the Trust. Also included this year was HK\$3.5 billion as a special donation for the construction of the Hong Kong Palace Museum.
馬會每年將其大部分經營盈餘撥予慈善信託基金，今年還從一筆35億港元的特別捐款，支持興建「香港故宫文化博物館」。

Lotteries Fund Contribution 獎券基金貢獻

1.2

HK\$billion
十億港元

Employment Created 創造就業機會

21,587

Full-time and Part-time Jobs
全職及兼職職位

Started 100+ years ago, HKJC Charities Trust is now among top global donors



Ranked 5th among world's top private charity donors

- 1 Bill & Melinda Gates Foundation (USA)
- 2 Wellcome Trust (UK)
- 3 Novamedia /Postcode Lotteries (Netherlands)
- 4 La Caixa Foundation (Spain)
- 5 Hong Kong Jockey Club (China)
- 6 The Walton Family Foundation (USA)
- 7 Ford Foundation (USA)
- 8 William and Flora Hewlett Foundation (USA)
- 9 W.K. Kellogg Foundation (USA)
- 10 The Robert Wood Johnson Foundation (USA)

Source: City A.M.'s World Charity Index 2017

Elderly Theme Project Portfolio Highlight 2014-18

Vision	Hong Kong's elderly experience healthier and more fulfilling lives			
Mission	To support dignified and active ageing, by investing in collaborative efforts to extend the healthy years of Hong Kong's elderly			
Strategic priorities	Exercise, nutrition and preventative health	Employment and volunteering	Social connection and intergenerational harmony	Mental wellness
Approved Projects	Jockey Club Age-friendly City Project			
	JC Community eHealth Care Project	Community Support and Hot Meal Programme		JC JoyAge Project for Elderly Mental Wellness
	Gerontechnology and Smart-Ageing Innovation Projects			
	Centre for Geriatric Rehabilitation		Resource and Support Centre for Carers	JC End-of-Life Community Care Project
	Enhancement and Expansion of Woo Ping Care and Attention (C&A) Home	Active Ageing Programme for Retirees	Intergenerational and Healthy Ageing Programme	Palliative Project for JC Home for Hospice
Trust-initiated Project	Discharge Support Programme for Elderly Patients	Elder-Friendly Employment Practice	Renovation of Yan Chai Jockey Club C&A Home	Support Projects for Dementia patients and their families
NGO-initiated Project	Pain Management Programme	Community Intergenerational Engagement Project		Intergenerational Art Programme for Demented Elderly



Jockey Club Age-friendly City Project



Background

To support active and healthy ageing, the **World Health Organization-**

- Launched the Global Age-friendly Cities Project in 2005
- Identified **8 key AFC elements** that cover the physical and social environments
- Established a Global Network for Age-friendly Cities and Communities to foster the exchange of experience and mutual learning between cities and communities worldwide.

Physical environment

- Outdoor spaces and buildings
- Transportation
- Housing



Social and economic environments

- Social participation
- Respect and social inclusion
- Civic participation and employment



Social and health services

- Communication and information
- Community support and health services



Jockey Club Age-Friendly City Project (\$191M)



The Project seeks to adopt a **bottom-up, district-based approach** to promoting an age-friendly culture in all 18 districts of Hong Kong.

Project Partners:

- Ageing-related Academic Institutes (CUHK, HKU, PolyU, LU)
- District Councils, District Offices and Social Welfare Department
- NGOs, local community groups and schools
- Media partner (RTHK Radio 5)

The AgeWatch Index for Hong Kong

- Assess well-being of older people
- Track the quality of life of older people

Comprehensive Support Scheme for Districts

- Conduct baseline assessments and formulate an action plan on age-friendliness for 18 districts in Hong Kong
- Provide training to AFC Ambassadors
- Implement district-based programmes

Publicity and Public Education

- Implement citywide publicity and public education

Evaluation

- Assess programme effectiveness

Baseline Assessment and Cross-district Findings

Under the Project, the **four academic institutes** conducted baseline assessment according to the **8 AFC domains identified by World Health Organization**.



18

Districts



~87%

Age 50 or above



~10,000

Completed Questionnaires
(53 questions covering 8 domains)

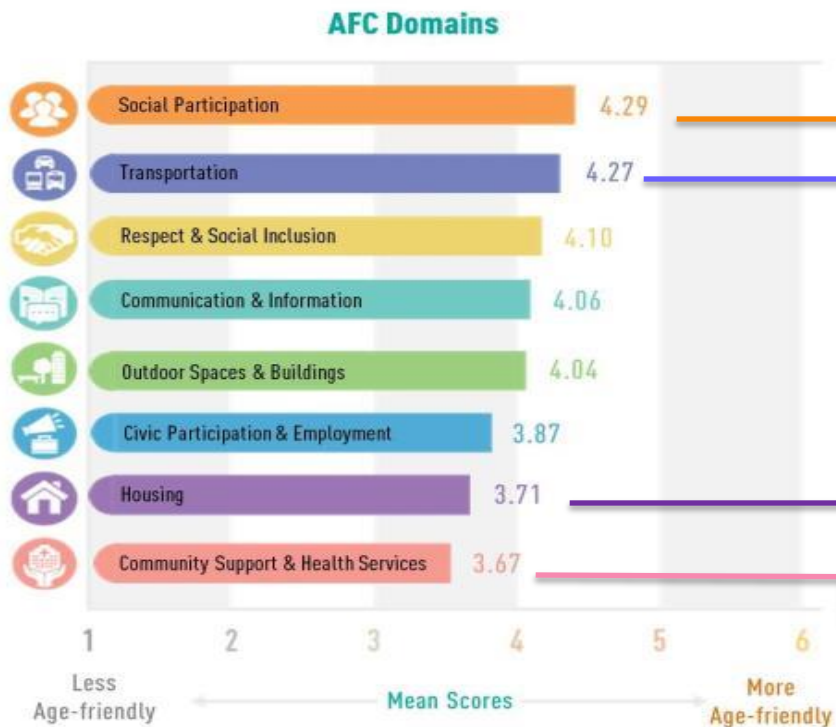


> 90

Focus Groups
(739 participants)

Baseline Assessment and Cross-district Findings

Overall Rankings in Hong Kong:



Domains with higher and lower mean scores:

Common strengths in age-friendliness

- ✓ Availability of a wide variety of social activities and programmes through different channels
- ✓ Government Public Transport Fare Concession Scheme for the Elderly and Eligible Persons with Disabilities (i.e. "\$2 scheme")
- ✓ Good accessibility to key destinations and neighbouring places

Common concerns on age-friendliness

- x Insufficient age-friendly facilities at home
- x Limited information on trust-worthy housing maintenance services
- x Unaffordable property price and rent
- x Inadequate columbarium spaces and high cost of burial services



Domains relevant to the urban design in Hong Kong:



Housing



Outdoor Spaces
& Buildings



Transportation



Social
Participation



Baseline Assessment and Cross-district findings – Examples of Views for Selected Domains



Housing

Rank: 7 Score: 3.71

Territory-wide issues:

- ❖ Insufficient age-friendly facilities at home
e.g. *Lack of handrails, non-slippery tiles*
- ❖ Limited information on *trust-worthy* housing maintenance services

District-based issues:

- ❖ *Lack of lifts* in old private buildings
e.g. tenement buildings in Ma Tau Kok area (馬頭角) (Kowloon City)
- ❖ Vanish of *mom-and-pop stores*
e.g. cha chaan tengs, Chinese dried grocery stores (Kwun Tong)
- ❖ Prefer *wet markets* for fresh products but the locations of wet markets are inconvenient e.g. need to travel from Lai Tak Tsuen (勵德邨) to other parts of the Wan Chai district (Wan Chai)

Examples of solutions in the action plans formulated:

- ❖ Provide *home modification services* and *consolidate information* on the existing maintenance services to older people in need through appropriate community programmes



Baseline Assessment and Cross-district findings – Examples of Views for Selected Domains



Outdoor Spaces & Buildings

Rank: 5 Score: 4.04

Territory-wide issues:

- ❖ Uneven walkways made by “*recycled paving blocks*”
- ❖ Insufficient age-friendly facilities , e.g. *Lack of fitness facilities for elderly*
- ❖ “Unfriendly” design
e.g. *heavy push doors at shopping malls/ public facilities, lack of shelters*

District-based issues:

- ❖ *Steep roads and staircases* in Ming Yuen Western Street (明園西街) in North Point (Eastern District)
- ❖ *Insufficient seats* in shopping facilities – from Dragon Centre (西九龍中心) to smaller shopping centres in public housing estates such as Fu Cheong Estate and Un Chau Estate (Sham Shui Po)

Examples of solutions in the action plans formulated:

- ❖ Provide suggestions and implement suitable *minor works programmes* (e.g. road repair works, installation of shelters and seats)
- ❖ Review the sufficiency of existing facilities with relevant government departments



“There are some exercising facilities in front of the housing estate such as horizontal pull up bars. We recommend modifying them for elderly people to use because the facilities are already here, all that they need is a little modification.” – 65 year-old interviewee



Baseline Assessment and Cross-district findings –

Examples of Views for Selected Domains



Transportation

Rank: 2 Score: 4.27

Territory-wide issues:

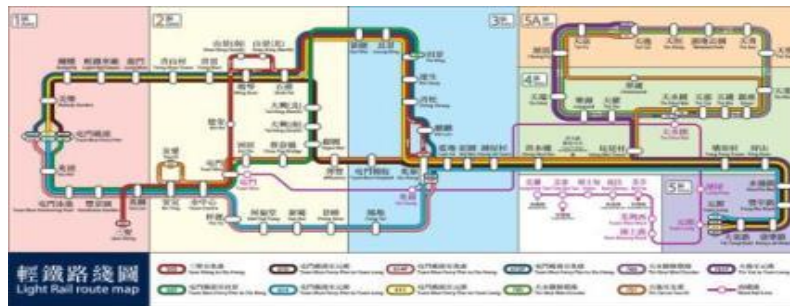
- ❖ Insufficient age-friendly facilities
(e.g. *inadequate lifts* at MTR stations)
- ❖ “Unfriendly” design
(e.g. *lack of shelters and seats* at bus stops)

District-based issues:

- ❖ Unfriendly design of Light Rail services and facilities
e.g. route maps are complicated, dim screen on Octopus payment machines
(Tuen Mun and Yuen Long)



“Light Rail maps are difficult for elderly people who moved from urban areas to Tuen Mun ... The routes are difficult to understand.”
- Tuen Mun resident



Examples of solutions in the action plans formulated:

- ❖ Liaise with public transport operators regarding the *provision of seats, shelters and lifts*
- ❖ Continue to provide advice on traffic and transport matters through the relevant Committees of District Councils

Baseline Assessment and Cross-district findings –

Examples of Views for Selected Domains



Social Participation

Rank: 1 Score: 4.29

The impact of “hardware” side on “software” side:

- ❖ The domains of “Transportation”, “Housing”, “Outdoor Spaces and Buildings” have a great impact on “Social Participation”
- ❖ Age-friendly designs encourage older people to *stay active*, to *participate* in social activities and *stay connected* to the community

Territory-wide issues:

- ❖ Insufficient venues and spaces for activities hinders social participation of older people

Examples of solutions in the action plans formulated:

- ❖ Enhanced the social participation of young olds
- ❖ ~ **1,000** ambassadors recruited and trained in 18 districts under Jockey Club Age-friendly City Project



A Collaborative Approach to Build a City for All Ages in Hong Kong

**District-based,
bottom-up approach
involving District Councils**



**Active involvement of
NGOs in building age-
friendly momentum**



**Joint participation of the
business sector and
public bodies**



**Engagement with
professional sectors and the
broader community**

A Collaborative Approach to Build a City for All Ages in Hong Kong



District-based, bottom-up approach involving District Councils

- Formulated **three-year action plans** on enhancing the age-friendliness of 18 districts in consultation with District Councils
- Identified appropriate **platforms in 18 District Councils** for ongoing discussion of age-friendly initiatives
- **12 districts** have successfully joined the WHO Global Network of Age-friendly Cities and Communities



A Collaborative Approach to Build a City for All Ages in Hong Kong



Active involvement of NGOs in building age-friendly momentum

- Engaged **53 NGOs** and community organisations
- Trained **~1,000 ambassadors** in 18 districts to convey the AFC message in the community
- Organised **70+ district-based programmes** in accordance with baseline assessment findings, directly benefiting **~70,000 people**, e.g. the award-winning “JCAFC: Walking Kwun Tong for Active Ageing”

Example of district-based programme - JCAFC: Walking Kwun Tong for Active Ageing



Communication
& Information



Respect
& Social Inclusion



6th ELDERCARE
INNOVATION
AWARDS 2018

Best Active Ageing Programme
(Community) Award



- **NGO partner:** Christian Family Service Centre
- **Funding:** \$500,000
- **No. of beneficiaries:** 2,000
- **Elements:**
 - i. Engaged AFC ambassadors and students to visit the landmarks and to develop 3 walking routes to encourage older people to **do more exercise in an interesting way**
 - ii. Incorporated the walking routes into **an app** for promotion to the wider community
 - iii. Recruited students and people in the community to host **guided tours** for older people

A Collaborative Approach to Build a City for All Ages in Hong Kong



Joint participation of the business sector and public bodies

- One-year campaign
- Collaborated with **4 major chambers** to launch the Jockey Club Age-friendly City Partnership Scheme
- **Scheme sticker and certificate** will be given to companies or organisations which have adopted at least ONE age-friendly practice
- **Six Special Awards** have been set up to recognise companies or organisations with outstanding performance



Engagement with professional sectors and the broader community

- Collect inputs from other professional sectors (e.g. healthcare, IT, social service providers, urban designers) for improvements in 8 domains and foster a more age-friendly physical and social environment

Role of town planners and urban designers:

- How can we **create** a more age-friendly environment during the design and town planning stage?
- How can we **improve** the facilities under existing environment?

***“Design for the young and you exclude the old;
design for the old and you include the young.”***

The late Bernard Isaacs, Founding Director of the Birmingham Centre for Applied Gerontology



Thank You

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