

Project Summary

Project Title and No.: Career Park (0011-10)

Name of Organization: Roads

Grant Approved: \$600,000.00

Project Duration: One year (5/2007-4/2008)

Target Groups: Youth 15 to 24, community service groups, business sector

Location of the Project: All Hong Kong districts

1. Project Highlights

(i) Objectives

- a To provide mindset seminars entitled “Career Park” to around 300 youth age 15-24 to enhance their values as support toward their school to work transition
- b To collaborate with three to five community service groups and educational institutes in launching such training courses
- c To establish cross-sector partnerships with specified business corporations, the community service groups and relevant government departments

(ii) Strategies

- a To reach the youth through launching a penetrating co-operative programme with partnering community service groups in offering Roads’ proprietary course,
- b To introduce a franchising model in collaborating with course partners, and to provide mentoring to the graduates through high value-added “post-course service”
- c To collaborate with three business corporations resulting in work-co-operatives and increased opportunities for internship or job placements

(iii) Expected Outcomes and Performance Indicators

- a 12 courses to be completed within the year to reach around 300 youth, with job interviews and internships opportunities offered to half of the participants
- b Partnership network expanded from the existing two to six and social capital concepts to be promoted to communities
- c 30% of course graduates to become course assistants
- d Six to twelve principal course presenters to be trained for the project to ensure sustenance of the courses

2. Brief Description of Programmes

This programme aims at launching “Career Park” as youngsters’ “from school to work transition” support in collaboration with community service groups and educational bodies through the private sector’s franchising model. The seminars will be supplemented with mentoring which is a key part of Roads’ high value-added post-course activities. Partnership with business corporations will generate internship and job placement opportunities for the graduates.

3. Unique Feature and Areas of Innovation

- (i) High value-added post-course service: Seminars and workshops to be conducted by professionals to enhance development of graduates as well as trainers/mentors
- (ii) Private sector’s best practice: Franchising model to be adopted in collaborating with partners; internal service culture to enhance operation of training and mentoring