

Project Summary

Project Title and No: “Happiness Cheung Chau . Kaleidoscope ” (0023-10)

Name of Organization: Cheung Chau Island Women’s Association Limited

Grant Approved: \$800,000

Project Duration: 2 years (1st May 2007 to 30th April 2009)

Target Groups: Cheung Chau Residents (fisherman, women, elderly, youth, children)

Location of the project: Cheung Chau

Cheung Chau is an island full of culture characteristic, with abundant natural treasure, world famous community symbol (Cheung Chau Bun Festival, Cheung Po Tsai Cave). Through the cooperation of government, businessman and residents, participation of Cheung Chau residents (youth, adult and elderly), develop a tourism plan with community characteristic to attract people coming. Tourist will have a slave of pleasure buying, eating, sightseeing and playing in this Kaleidoscope, to share family happiness. And it aims to condense community power, develop social harmonious spirit, building social lease of life. To build up a society full of energy, life and harmony. To make “Happiness Cheung Chau ” as a symbol of Cheung Chau.

1. Project summary

Overall objectives:

1. Driven Cheung Chau residents’ participation and to bear, agitate residents’ initiative.
2. To raise the mutual help relationship between families. And to build up a leathery, Interact supportive network.
3. To develop the inner superiority in Cheung Chau.
4. Developing opportunity

Strategies:

There will be a tourist package named “ Kaleidoscope ” . All the residents put effort to promote. When people come, they will feel that it is sincere and to blend with amorous feelings, then to enjoy a happiness journey. The project will lead by the diversify consultant team and it will achieve the project goal through the following strategies:

1. Form an inter–profession diversify consultant team, to join and drive in an active

way.

2. To carry out an environmental improvement activity “ Happiness Family, Happiness Painting”, attract all residents involved.
3. To carry out “ Touching Family” activity, it aims to matching families in order to construct mutual help network.
4. To carry out “ Touching Family” activity, to establish “ Family volunteer team ” , let them involved social service and develop interaction between them.
5. Develop local tourism with diversify local characteristic, provide diversify choices to visitors.
6. To raise fisherman’s ability apart from catching fish and to develop new walks of life.
7. To promote local tourism, to push forward Cheung Chau’s economic benefit and to increase employment position.
8. To establish the brand “ Happiness Cheung Chau”

Expected Outcomes and Performance Indicators:

1. Total numbers of visitors Increased, push forward Cheung Chau’s economic benefit.
2. To make working opportunity for inter-profession.
3. Increased employment opportunity
4. To carry out “ Fishery and the farming industry flea market ” the expected numbers of visitors will come each day will be around 100-150.
5. To recruit youth, adult and elderly to form three small teams and a working group, to conclude cooperation network for inter-profession.
6. To carry out “ Angling Fun” and “ Tourist Package”, expected each quarter there will have 100-200 visitors coming, each year about 2500.
7. Carry out “Happiness Family, Happiness Painting” activity, expected to recruit 30 people to be the core members and then extend to 2-3 working teams.
8. To open up “ Fishery culture Exhibition and Visitors service Center”, expected each quarter there will have 1000 visitors coming
9. Matching 80-100 fisherman families, arrange day care service, establish supportive network for families and there will have about 30 families to be the core network members.
10. Carry out “ Special Tour”, to accommodate 2-3 organizations each quarter for about 100 people.
11. Carry out “Surround Walk ” , expected there will be about 300 participants.
12. The economic condition of fisherman and low-income families will increase 20-30%