

Project Title and No.	: "Play for all Ages in caring Tai Po" (0017-15)
Name of Organisation	: Playright Children's Play Association
Grant Approved	: \$786,000
Project Duration	: January 2010 – December 2011 (Total 2 years)
Target Groups	: (Primary) – Elderly and Middle Class Family in Tai Po (Secondary) – Children aged from 0-12, Residents in Tai Po
Location of Project	: Tai Po District

1. Project Highlight:

i. Objectives :

- To enhance the elderly, and parents' psychological health through empowering and exploring their personal strength, knowledge and rich play experience.
- To nurture interactive intergenerational relationship among families in Tai Po.
- To empower the elderly to share their knowledge and strength in traditional play to the community. At the same time, they can also acquire updated play ideas from children.
- To develop social capital by encouraging the elderly and the middle class parents to share the personal strengths and experience to the other families in need.

ii. Strategies :

- To deliver "transmitted/traditional play workshops and activities to the elderly, parents and the children in the community.
- To create opportunities for the elderly and parents to develop their strengths and mutual support in the community and to invite commercial parties, government, schools to involve and support the project
- To invite committed participants to become transmitted play advocates of the project to sustain the impact of project in the community.

iii. Expected Outcomes and Performance Indicators

- To build a supportive neighbourhood that the elderly, parents and children know each other, know their play experience and their pasts, and know those who can render assistance.
- An inclusive community that the elder people are no longer being capability deprived, the needed being assisted, and the quality of community life being enhanced.
- To strengthen the families relationship of middle class families who have been suffered from financial tsunami.

2. Brief Description of Programmes

Explore and Develop Human Resources

Base on the understanding of the community needs, the elderly and middle-class parents are mobilized to serve the community according to their capability.

Formation of "Transmitted Play Workforce"

By intergeneration and cross-sectored cooperation and joint effort with local organisations, the mobilized human resources will form "Transmitted Play Workforce". This workforce will provide a wide variety of services that can address the community play needs.

Sustainable social impact in the community

The enhanced community networks will develop more opportunities to serve in schools, residential estates and the community. Through these opportunities, the expanded network will be strengthened and will create sustainable social capital in the community

3. Unique Feature and Areas of Innovation:

- For the elder people, play experience is not only the memory, but also enzyme to serve the community.
- For middle class parents, play experience can help them recall their happy moments and help strengthen their positive emotion to overcome the impact of financial tsunami.
- For the families, play can bridge up and re-build the families relationship.
- Everyone has his/her unique play experience, but there are commonality in generations. This commonality can create the sympathy among people and facilitate the development of social network and social capital.