

Project No : 0049 – 03

Project Title : Social inclusion for deprived groups – the setting up of an Extra-ordinary Human Resource Market

Name of Organisation : The Neighbourhood Advice-Action Council

Grant Approved : \$1,500,000.00

Project Aims and objectives :

- To enhance social inclusion for deprived groups such as single-parent families, new arrivals, middle-age unemployed, and the likes.
- To facilitate community initiative in matching community needs and community resources.
- To facilitate cross-sectoral cooperation in better utilising local human resources.
- To mobilise joint efforts in fostering a culture of mutual care and for the benefits of others in the community

Project Duration : May 2005 – April 2008

Target Groups :

- i deprived groups such as single-parent families, new arrivals and middle-age unemployed
- ii organisations from different sectors that can be mutually benefited by joint effort with the valuable human resources
- iii elderly, disabled, deprived children and local people who are in need of some services

Location of the Project : Shatin and Ma On Shan

Unique Features of the Project :

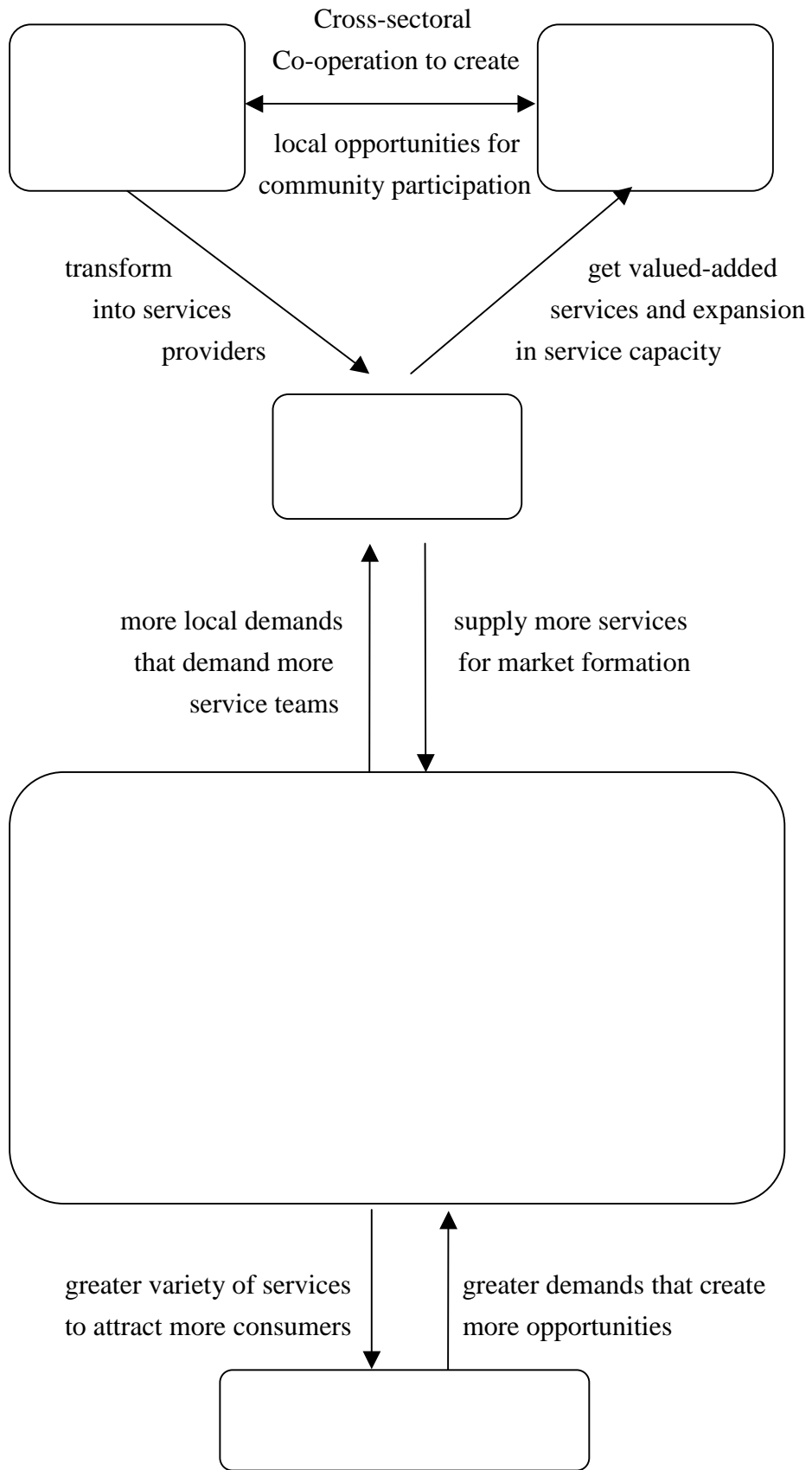
For single-parent families, new arrivals and middle-age unemployed, having limitations and difficulties to get employment, they are vulnerable to be welfare reliance and socially excluded. However, all of them are valuable human resources of our community and their vulnerability can be relieved by better utilising our human resources. By identifying our project participants as valuable human resources, the

project adopts a wider objective of social inclusion that goes beyond employment. With a wider objective of social inclusion, it targets more on promoting community participation and harnessing mutual aid. It is done by mobilising the cross-sectoral co-operation and joint efforts of the community so as to be more effective in matching community needs and community resources in a community-initiated manner.

The project is going to set up a platform – known as an Extra-ordinary Human Resources Market, for facilitating multilateral reciprocal exchanges. In this project the multilateral reciprocal exchanges refer to the matching of community needs and community resources of the elderly, children, disabled, single-parents, new arrivals, unemployed, college students, professional people, the deprived and the better off. It will run as a platform for these people to be mutually supported in the community. The project will start from identifying project participants as valuable human resources that will be recruited to form various mutual help services teams. More local opportunities will be created for the teams as the valuable human resources are widely recognised by the community. Also, by collaboration with organisations from different sectors, the mutual help service teams will be self-managed in addressing the community needs effectively and continuously.

The matching of the valuable human resources with the community needs will exist in a supply and demand relationship. A team will be formed when its service supply can meet the needs and demands of the community. Also, a team can sustain in operation when its market value and service quality can attract sufficient demands. Therefore, the supply and demand relationship is not a uni-directional process but the two are mutually harnessed. When more services teams are formed and provided greater variety of services, it attracts more service users to become beneficiaries in the project. As there are more service users, there are greater demands that create more opportunities for more valuable human resources. Subsequently, a market will be formed as there are sufficient varieties of services are provided and sufficient services users are kept on demanding the services. By transforming into services providers, project participants will enhance in one's self-esteem and confidence as well as to be able to improve one's quality of life by one's own effort.

The existing labour market is totally market driven and profit oriented. It hopes that the setting up of an Extra-ordinary Human Resource Market can convey the idea of not just maximising one's interest but to have more mutual care and for the benefits of others. To have a labour market conceiving the idea of social inclusion, it can certainly promote a more caring and harmonious society.



Expected Outcomes :

Enhancing community participation and mutual help	<ul style="list-style-type: none">▪ 80% of project participants have improvement in community participation. From being socially disconnected, they can use one's ability to address the community needs effectively.▪ 70% of project participants have improvement in practicing mutual aid. By means of mutual help, they can self-manage their service teams by taking up different roles in leadership, organizing, planning and sharing.▪ 60% of project participants can improve one's quality of life by sustaining in income generated activities. The enhancement in one's self confidence, self-esteem, capacity and opportunity to remain active in the community will increase one's likelihood to get open employment and to be self-reliance
Cross-sectoral Co-operation	<ul style="list-style-type: none">▪ 80% of participating organizations satisfy with their co-operation with other sectors.▪ 70% of participating organizations think their contributions in the project have improved the quality of living in the community.▪ 70% of participating organizations will sustain in long-term co-operation with other sectors.
Network Building	<ul style="list-style-type: none">▪ 70% of services users satisfy with the effectiveness of the network in matching community needs and community resources.▪ 70% of services users satisfy with the efficiency of the network in facilitating interactions and exchanges.