

Project No. : 0010-04
Project Title : Red Apprenticeship ~ Employability enhancement scheme
Name of Organisation : Hong Kong Children and Youth Services
Grant Approved : HK\$500,000

Project Highlights:

This program is named “Red Apprenticeship”. In the Chinese tradition, some children from poor families were sent by their parents to traditional Chinese opera troupes in the hope that they could one day become heartthrob opera stars and thus made money for their lives. Such children had to follow some old masters of the art. They should learn and practice very hard so as to establish a strong foundation for some more sophisticated skills and techniques. They were usually given pairs of red trousers to put on as junior learners in the troupes. In today Cantonese, therefore, we call those who work hard to build up a good foundation and accomplish solid improvement from the base: ‘Red Trousers’. We believe that such attitude is utmost important in our youngsters’ career life. For any kinds of occupation or crafts, young people with a clear career goal should make every effort to learn, to practice their skills, to build up experience and their own professional ethics as well as value systems. They should also learn about communication and interpersonal skills. Lots of social welfare, business and arts performing organizations are providing relevant training courses for young people who want to be ‘Red Trousers’. This is to enrich social resources for our young generation and to enhance their employability.

Brief Description of Program to be organized:

Youth repairing team

Young participants in this team are going to receive training from some professional tutors about mending household appliances, woodcraft etc. Then they will have to visit some elderly people in the district and provide relevant services under their tutors’ supervision. From this experience, they should have shown improvement in their working ability; learnt about good working attitude; and establish supportive interpersonal relationship. These are all important assets for the young people’s continuous development in their career life.

Trendy performance

Trendy apprentice

Talented participants with appropriate qualifications will be introduced to some arts associations or commercial organizations for working experience as volunteer workers. They may have to be involved in music concerts, dance shows and/or other forms of trendy performances. In the process, they can learn about practical working steps and requirements in the career as well as efficient communication with other workers and performers.

Trendy performance training course

All participants will have to receive professional training and enter a screening test. Only successful participants with good performance will be selected to work as volunteers in the corresponding organizations

Trendy variety show

Some participants will be invited to be involved in a variety show. The show will be held in cooperation with other social organizations in the district. Through the process of preparing the show and performing with other experienced artists and peers, the young people's horizons can be broadened. Their performing skills, thinking skills and other personal attributes may also be improved.

Community Support

For publicity, we are going to have a specific website, brochures and open performance etc. so as to let the residents and commercial sectors in the district to know more about our program and encourage them to show more concern to the career development of our young people.

Unique Features of the Project:

1. This program links up the professional workers with those young people who are jobless with both low academic qualifications and inadequate working skills. Such supportive interpersonal network is very important for the young people who are going to get a job.
2. This program employs professional workers as tutors of the young people in different career aspects. It is expected that in such a way the young people's working skills, employability and professional ethics can be efficiently and practically enhanced.
3. This program develops the young people's multi-talents as well as their self confidence.
4. This program can draw the district's attention and concern to the career needs of the young people with its big scale of publicity.

Program Duration : 24 months (From Nov., 2004 to Nov.,2006)

Service Target:

- Those young people who are jobless with both low academic qualifications and working skills.
- Elderly
- Music and Dance societies in University
- Commercial performance companies
- Residents of Tai Po and North District
- Mentor from related trade

Location of the Project: Tai Po and North District

Expected outputs and outcomes:

- Youth participants: 292 persons
- Widened pre-employed network:70% participants' make known to at least 2 people from related trade
- Enhancement of employability:70% participants at fundamental skills, Personal Management Skill and team skills show improvement
- Motivate the community to build up social capital:
 - 40 companies participate in different parts of " Red Apprenticeship"
 - 50 residents and district leaders participate sharing meeting
 - 6 art organizations participate in training and performance
 - Educate 2500 residents the content of social capital through booklet and web site
 - 3600 residents participate District variety show
- Successful Employment rate: 50%
- Number of Elderly receive repairing service: 480

Outcome measures:

- Participants' employability level (Review is based on the employability evaluation form and finished by Mentor and youth)
- The number of youth who are successfully employed after training
- The number of employer make known to the youth through the scheme
- Home safety level of Elderly has been enhanced
- The number of companies, art organizations as well as Tai Po and North District residents have been involved in the mission of building up social capital