

## Program Content Summary

### Outline proposals

Project Name and No.: "Create the Best by Self-strengthening "program (0009-9)

Implementing agency: Hong Kong Outlying Islands Women's Association

Appropriation Amount: \$ 1,000,000

Plan Duration: three years (2 January, 2007 to 1 January, 2010)

Object: the local communities, local shops and business organizations

The implementation of Area: Tung Chung

#### 1. Program Summary

##### i. Objectives:

Through this program to hope the individuals, business organizations, regional collaboration and community level, has the following breakthrough:

- a. Make the best use: let the community of different backgrounds to re-find themselves in the community and economic role; through employment and continuous training, it can help to promote and have a breakthrough of individual potentials, and enhance self-image, self-confidence and learning motivation. The value, learning attitude and working attitude can be improved. The participants will be more devoted at work.
- b. The establishment of cross-strata professional mutual-help pattern: for women, the role of the position has always been to jump out of the frame targeted the low-income groups, encouraging the individuals and groups together to input and participate, elaborate the strengths, to link up the residents , business organizations, government departments together to build a community solidarity.
- c. Establish a new model of "Community and Business" collaboration and launch innovative co-operation strategy: through the development of collaborative networks, encourage the business sector, creating a more social and economic opportunities to play a greater synergy and also to plan to the spirit of shared responsibility of the practice of corporate citizenship;
- d. "Development incubation cooperative association" to create a platform for those aspiring to carry out co-operative community: let the participants grow through

practice, in the hatch on the pillars of the community cooperatives fostered and become endless resources.

ii. Strategies

In view of the successful new concept and opening of “The Sunshine Cooperative”, it is expected to have a breakthrough. The scheme undertakes the role of incubators to assist participants to upgrade their skills, but also nurtures different types of cooperatives, and hopes that all participants can reach a remarkable stage in their career path.

Ladder form of training content will be upgraded to allow participants to pursue more success. We expect to link the business sector with professionals and teach the participants. Through personal training to enhance the ability of the skills, the program can also broaden personal horizons, and let them re-examine their abilities and development. In addition, the program also hopes to strengthen the participants to self-help and help others by extension.

Mentoring program and corporate internships will contact the business sector, hope that all commercial organizations, internship opportunities and the staff of the current job as "mentors", with the participants to pair up, establishment of a "one to one" experience-disciple relationship, mentors the one hand, provide participants with work experience of career-oriented guidance, on the other hand to help relieve and support participants in the switch encountered the difficulties and doubts, to promote the participants to adapt new jobs. For the local middle-aged and mainly low-skilled workers, the program will cooperate with the food processing of catering services of “Cathay Pacific Airways” to provide job training and business internships. It is hoped that the participants can learn the operation process and improve the working attitude in an enterprise. In addition, we have initial contacted “Ashima Yunnan cuisine” and the “Chinese Airlines” to help provide training and internship opportunities.

iii. Expected results and indicators

- a. Transforming personal / family attitudes, values, and roles (to explore, develop and elaborate community capacity and participation in community and economic activities.) The role of participants has been transformed from “service users” to “active volunteers”. Their contribution was much appreciated and recognized by the community.
- b. The participants have been empowered and become more self-confidence in planning and coordinating activities.

- c. Cross-strata collaboration network with the Middle-aged unemployed people and employed people is established in Tung Chung district. Through mentoring and internship with these participants, it promotes job devotion and changes their work attitude. The participants will also enhance self-confidence and establish positive value through caring and serving the community.
- d. Through "one Family plus one Family" action in the “mentor-mentee relationship”, we also hope to strengthen mutual care between families’ members, and establish and sustain mutual-help network among the families of mentors and mentees.
- e. The project is conducted on a centre-based mode as business incubation support centre to link the professionals and people with creativity. It aims to develop participants’ potentials and leadership. The cooperation of social welfare agencies, community groups and business organizations is to provide the opportunities of internships or community works. The business organizations will also provide the internship or employment opportunities to the trained participants.

## 2. Description of Program

Through the collaboration of “Community and Business sector”, the mentorship scheme and the role of co-incubation, it helps to explore the potentials of the local communities and enhance their self-confidence. The value of the community will be promoted to be positive. Through the participation of the business sector, it helps to get the local community being involved in the project and make them another peak of their lives.

## 3. Program features and innovations

- The Labor Department has provided a variety of employment training program, include Youth Pre-Employment Training Program, Youth Work Experience and Training Scheme, Middle-aged Employment Programs, Work a Pilot Scheme and Placement Program, and local domestic helpers’ training programs to help different social strata and different needs of the job-seekers.
- The program is unique for the region and the previous community-based targeting, in order to implement a one-to-one mentoring pairs. In training, the participants are based on their interests, abilities, experience, etc. for matching, and the program is in the form of escalation ladder to allow the participants to strive for excellence.

- Through "One Family plus one Family" action and the “mentors-mentees relationship”, we hope to strengthen bilateral contact between family members and care for each other and can share with one another and support each other with leads out the home networking between mentors and mentees, hoping to have sustainable mentoring network.