

How The Hong Kong  
Jockey Club is helping the  
community prepare  
for the future while helping it  
meet today's most  
pressing social needs.

## BUILDING **TRUSTED PARTNERSHIPS**

**SPORTS  
DEVELOPMENT**

**ELDERLY  
SERVICES**

**ARTS & CULTURE  
DEVELOPMENT**

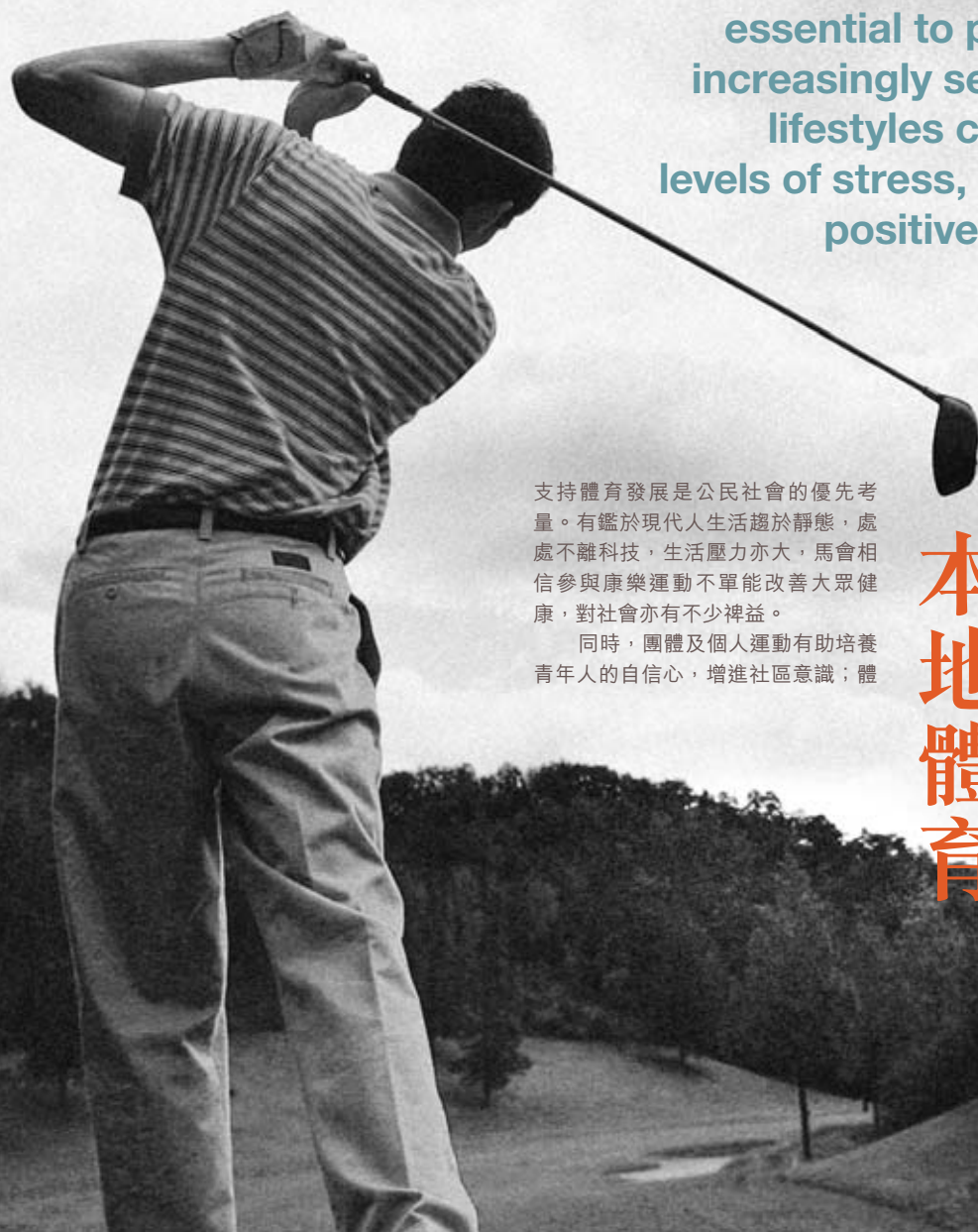
香港賽馬會如何幫助社區  
為未來做準備，同時幫助滿足當今  
最迫切的社會需求。

**PLAYING  
TO OUR**

SPORTS  
DEVELOPMENT

# STRENGTHS

Support for sports development is a civic priority. Participatory sports and recreation are ever-more essential to public health, given our increasingly sedentary, technology-led lifestyles coupled with growing levels of stress, and they bring a variety of positive social outcomes.



支持體育發展是公民社會的優先考量。有鑑於現代人生活趨於靜態，處處不離科技，生活壓力亦大，馬會相信參與康樂運動不單能改善大眾健康，對社會亦有不少裨益。

同時，團體及個人運動有助培養青年人的自信心，增進社區意識；體

戮力發展  
本地體育

育競賽的出色表現更讓香港在國際舞台綻放光芒，鞏固其國際城市地位。

馬會過去半個世紀一直與政府部門、區議會、體育組織及其他團體表誠合作，致力發展本地主流體育及康樂配套設施、訓練計劃及贊助比賽，歷年捐款累計超過七十五億港元。



**T**eam and individual sports help boost confidence and self-esteem in young people and foster a sense of community. Excellence in competitive sports helps keep Hong Kong on the international stage, sustaining its identity as a world city.

Thus, for well over half a century, the Club has been a key, trusted partner of Government departments, district councils, athletic associations and other groups in the development of major sports and recreation facilities, training programmes and competitions. Its donations in this area have surpassed HK\$7.5 billion to date.

Historically, the Club's donations were by necessity directed at much-needed public works projects – many of the city's public swimming pools were built with Club funding, as were King's Park Sports Ground, Yuen Long Stadium and Queen Elizabeth Stadium. Hong Kong Stadium was given a major refurbishment in 1994 with an HK\$864 million contribution, and more recently Club funding of HK\$1.2 billion enabled Hong Kong to host the equestrian events of the Beijing 2008 Olympics. In 2012, the Club committed HK\$126 million towards the renovation of sporting facilities at South China Athletic Association's headquarters on Caroline Hill Road.

### **THE HONG KONG SPORTS INSTITUTE**

In earlier days, support for the development of elite athletes was relatively minimal. Club support today targets local sporting bodies to help them organise youth training schemes and bring international-standard competitions to Hong Kong. A pioneering initiative in this area was the establishment in 1982 of the Jubilee Sports Centre,

which has since become the Hong Kong Sports Institute. Constructed with Club funds, the Institute has operated independently since 1986 thanks to a further HK\$350 million endowment from the Club and funding from Government.

Numerous local athletes trained at the Institute have made their names at the international level, including Hong Kong's first Olympic gold medallist, windsurfer Lee Lai-shan, and World Track Cycling Champion Lee Wai-sze.

This past year saw the Club donate a further HK\$103 million to the Institute to convert the site's athletes' hostel into a multi-purpose training and coaching centre. The new Centre will house the Institute's elite sports coaching departments, with dedicated education seminar facilities for the training and development of local coaches.

The new Centre will also support the development of Paralympic sports and junior elite athletes. There will be dedicated training areas for elite athletes with disabilities, notably wheelchair fencing and boccia. The training venue will also be home to the Institute's junior talent development programmes, where young athletes will be assessed and selected for further development.

This latest donation brings the Club's total support for the Institute to date close to HK\$700 million, complementing a HK\$1.7 billion investment the Government is making in its redevelopment.

### **FOOTBALL**

Another tremendously popular sport in Hong Kong is football, but in recent years the city has not punched its weight at the international level. Recognising this, the Club has sponsored a number of ongoing youth football training programmes.

Now in its second year, funded by a HK\$12 million Club donation and run by long-term partner the Hong Kong Football Association, the Jockey Club Youth Football Development Programme – Summer Scheme is providing systematic training for an estimated 10,000 players aged 5 to 19. Those displaying the greatest potential are eligible for ongoing year-round training and a chance to join the Jockey Club Elite Youth Football Camp, where they can train with coaches from the Manchester United Soccer School.

The Club is working closely with the Hong Kong Football Association with a view to providing comprehensive training and development facilities for representative teams at senior and junior levels, as well as for other community users. And the Club is providing HK\$44 million towards the construction of a new youth training centre at the Kitchee Football Club in Shek Mun.

### **GOLF**

The Club has been instrumental in the popularisation of golf and the development of local talent.

In 1995, on the picturesque island of Kau Sai Chau, it established the first – and still Hong Kong's only – public golf course. This was later expanded to comprise three challenging courses which attract some 170,000 players a year, both local residents and visitors, and have won several awards for both their sporting and eco-friendly attributes. Kau Sai Chau also has extensive golf training facilities and has nurtured some of Hong Kong's top junior golfers.

The Club is taking its development role to the next



Aiming to promote sport throughout the community, including among disabled athletes, the Club's Charities Trust has in the past two years sponsored the Asian & Oceanic Table Tennis Regional Championships for the Disabled, the

Wheelchair Fencing World Cup and the 4th Hong Kong Games.

馬會慈善信託基金一直致力向市民推廣運動，當中包括傷健運動員。基金於過去兩年贊助了「亞洲及大洋洲殘疾人乒乓球錦標賽」、「輪椅劍擊世界盃」及「第四屆全港運動會」。



早年，馬會慈善信託基金在康體文娛的捐款主要用於提供大眾所需的公共康體設施，包括在各區興建多個公眾泳池，同時贊助興建京士柏運動場、元朗大球場及伊利沙伯體育館。香港大球場在一九九四年獲基金撥款八億六千四百萬港元進行重建；馬會更支持二〇〇八年北京奧運會，捐出十二億港元支持本港協辦馬術比賽。此外，基金於二〇一二年撥出一億二千六百萬港元，協助南華會優化加路連山道總會的體育設施。

**香港體育學院** 本地早年的精英運動培訓資源甚少，馬會因此份外重視協助本地體育組織提供青年培訓計劃及引入國際級賽事。馬會早著先機，於一九八二年撥款興建銀禧體育中心，是為香港體育學院前身，並於

一九八六年一次性撥捐三億五千萬港元，加上政府撥款，讓學院自此獨立運作。

香港體育學院多年來培訓出眾多本地體育精英，屢屢於國際賽事上為港爭光，如香港首位奧運金牌得主風帆好手李麗珊及世界場地單車錦標賽冠軍李慧詩。

馬會今年宣佈撥款一億零三百萬港元，資助香港體育學院將舊有的運動員宿舍改建為一幢多用途精英及教練培訓中心，提供舉辦教育研討會的場地，藉以訓練及協助體育教練的發展。

新中心將同時成為殘疾運動及殘疾精英運動員的培訓基地，設有輪椅擊劍及硬地滾球的專用訓練場地，亦是青少年精英運動員的培訓中心，透過評估及篩選，培育他們成為體壇精英。

連同今次的重建項目，馬會歷年對體院的捐款金額接近七億港元，與政府資助體院的十七億港元重建計劃相輔相成。

**足球** 足球是香港最受歡迎的運動之一，但近年本地隊伍在國際賽事的表演未如人意。有見及此，馬會慈善信託基金積極贊助本地多項青年足球培訓計劃。

基金兩年前捐出一千二百萬港元，與香港足球總會（足總）合辦「青少年足球發展計劃—暑期推廣」。計劃踏入第二年，為約一萬名五至十九歲的青少年提供系統性訓練，表現優異者可參與全年訓練，當中精英更有機會參加「賽馬會青少年足球精英訓練營」，接受曼聯足球學校教練的培訓。

馬會與足總希望為不同組別在香港代表隊提供更完善的訓練設施，並惠及社區使用者。馬會早前便宣佈捐出四千四百萬港元予傑志基金，於沙田石門興建全新的足球訓練設施—賽馬會傑志中心。

**高爾夫球** 馬會在普及高爾夫球及培訓高球精英方面，一直扮演著重要角色。

一九九五年，馬會在風景如畫的滘西洲興建了首個，亦是目前全港唯一一個公眾高爾夫球場。滘西洲高爾夫球場現時擁有三個十八洞高球場，每年有約十七萬本地及外地訪客。高球場在設計與環保方面，歷年贏得多個獎項，成就有目共睹。高球場亦設有多項訓練設施，培育不少年輕高球精英。



(1 & 2) Photo courtesy of Hong Kong Paralympic Committee & Sports Association for the Physically Disabled 相片由香港殘疾人士體育協會提供

level by establishing a Golf Academy on Kau Sai Chau. The Club will donate HK\$303.8 million to the project, supplemented by a HK\$202.6 million contribution from the course management company's operational surpluses. The Academy, scheduled to open in 2015, will include student accommodation, specialist training facilities and practice areas. It will serve as a platform for the development of structured education at post-secondary level on related subjects, including professional golfing and golf course management. The Club will also take this opportunity to reinforce its partnerships with schools and local golf associations through various outreach programmes.

### SPORT FOR ALL – THE HONG KONG GAMES

To further promote a “Sport for All” culture, in 2007 the Government's Sports Commission launched the biennial Hong Kong Games, a citywide multi-sports event with Hong Kong's 18 District Councils as participants and numerous sports associations as co-organisers.

The objectives of the Games are to provide the districts with more opportunities for sports participation, exchanges and co-operation, and to encourage active public participation in sports as well as promote community cohesion. The Club was a Principal Contributor to the Games in 2011 and again in 2013.

### INCLUSIVENESS

The Club strongly supports projects that allow the disabled to participate in sport, in keeping with its mission to promote an inclusive society.

Since 1975, it has supported a rehabilitation riding programme and para-equestrian training for disabled riders. And for more than 30 years, the Club has partnered the Hong Kong Paralympic Committee and the Sports Association for the Physically Disabled (HKPC and SAPD).

In 2011, the Club donated HK\$1.94 million to the HKPC and SAPD, which hosted the 2011 ITTF PTT Asian

& Oceanic Table Tennis Regional Championships for the Disabled in Hong Kong. The winners of the men's singles and women's singles in each classification qualified for the 2012 London Paralympic Games.

The Club was also the Principal Contributor to the 3rd Asia & South Pacific Boccia Championships in 2009 which, like the Table Tennis Regional Championships, was a qualifying contest for the 2012 London Paralympics. And the Club provided HK\$2.93 million in support for the HKPC and SAPD to host the International Wheelchair & Amputee Sports Federation Hong Kong Jockey Club Wheelchair Fencing World Cup 2012. The Hong Kong tournament was the only wheelchair fencing world cup in the region and is one of the sanctioned ranking competitions for the 2016 Rio Paralympic Games.

Additionally, the Club has provided support to a two-year Jockey Club Wheelchair Fencing Development Programme, allowing junior fencers more opportunities to compete in international competitions and gain valuable experience.

In 2012, with a donation of HK\$845,000, and again in 2013, with a donation of HK\$936,000, the Club supported the “i-Run – Hong Kong Jockey Club Special Marathon,” organised by Tung Wah Group of Hospitals to advocate the concept of social inclusion in the community.

In 2012, more than 1,600 athletes with developmental disabilities and pair-up runners competed, the number increasing to some 2,000 in 2013. Participants hailed from Guangdong, Macau and Taiwan as well as Hong Kong. According to their ability, each disabled runner was paired up with an able-bodied participant to compete in either the 3-km Race or 5-km Challenge Race. They also attended pre-race training sessions where they developed closer rapport.

馬會銳意加強亞洲高爾夫球場在培訓高球精英的角色，由馬會慈善信託基金捐出三億三百八十萬港元，加上營運公司撥出的二億二百六十萬港元盈餘，設立高爾夫球學院。學院預計於二〇一五年啓用，設有宿舍、專業訓練設施及練習場。學院有助香港發展高爾夫球及相關項目的系統培訓，包括專業高爾夫球訓練及高球場管理等範疇。此外，馬會亦會舉辦不同的外展活動，加強與學校及本地高爾夫球組織的合作。

### 全民運動 — 全港運動會

為推廣「全民運動」文化，香港政府的體育委員會在二〇〇七年舉辦了兩年一度的全港運動會，由十八區區議會及多個本地體育組織聯辦。

全港運動會旨在於各區推廣體

育競賽交流與合作，並鼓勵全港十八區市民積極參與體育活動，促進社區凝聚力。馬會在二〇一一年及二〇一三年連續兩屆均為活動的主要貢獻機構。

**傷健共融** 馬會積極籌辦不同計劃，鼓勵殘疾人士參與運動，促進社會共融。

馬會在一九七五年推出復康騎術計劃及為殘疾馬術騎手提供訓練，並與香港殘疾人士體育協會暨傷殘人士體育協會合作超過三十年。

馬會慈善信託基金在二〇一一年捐出一百九十四萬港元予香港殘疾人士體育協會暨傷殘人士體育協會，贊助於香港舉行的「2011亞洲及大洋洲殘疾人士乒乓球錦標賽」。錦標賽的男單及女單冠軍可直接出賽二〇一二年

倫敦殘奧會。

馬會於二〇〇九年成為「第三屆亞太區硬地滾球錦標賽」的主要貢獻機構。此賽事與上述乒乓球錦標賽一樣，讓本地運動員有機會爭取2012年倫敦殘奧會的出賽資格。馬會另捐助二百九十三萬港元予香港殘疾人士體育協會暨傷殘人士體育協會，贊助協會舉辦「IWAS香港賽馬會輪椅劍擊世界盃2012 — 香港站」。這是亞洲區內唯一輪椅劍擊世界盃賽事，也是里約熱內盧2016殘奧運動會排名賽。

除贊助上述活動外，馬會亦資助推行為期兩年的「賽馬會輪椅劍擊發展計劃」，讓更多新秀劍手能透過計劃參與更多國際賽事，豐富比賽經驗。

馬會與東華三院合辦「奔向共融 — 香港賽馬會特殊馬拉松2013」，於二〇一二年與二〇一三年分別捐助

八十四萬五千港元及九十三萬六千港元，推廣傷健共融。

二〇一二年的賽事有超過一千六百名智障運動員與健全伴跑員參與，二〇一三年的參加人數更增加至約二千人，參賽者來自廣東、澳門、台灣及香港。賽事按智障運動員的能力，由大會安排一位健全人士作伴跑員，以二人一組形式參加三公里或五公里的賽事。大會在賽前舉辦多次訓練，讓參賽者及伴跑員有更多時間建立默契。

The Club is proactive in identifying and addressing long-term social challenges. Donations to elderly-related projects are an especially high priority, enabling its community partners to stay ahead of Hong Kong's ageing population trend.

# WITHIN OUR GRASP

ELDERLY  
SERVICES

**A**geing tends to be perceived in negative terms when it should be understood as a lifelong process which can in our later years be a positive and creative aspect of a life well lived. The Club, in partnerships with Hong Kong's most respected medical and social services organisations, has long been in the forefront of efforts to change mindsets and challenge assumptions about the ageing process, building institutions that will enable senior citizens to age within their communities, not in isolation, and keep the social fabric whole.

The Club has also funded the development of facilities to care for the elderly infirm, with a focus on sufferers of dementia. The Club has foreseen that dementia and associated complications can pose a growing public health and social challenge which if not addressed will have far-reaching consequences for the community.

Engaging the elderly in games and keeping them active promotes positive ageing and can help prevent dementia, an issue the Club is striving to address.

馬會相當重視長者相關的慈善項目。面對香港人口老化，馬會主張防患未然，積極協助社區合作夥伴推行相關項目。



## POSITIVE AGEING

In 2000, with an HK\$81 million donation by the Charities Trust, the Jockey Club Centre for Positive Ageing (JCCPA), Asia's first fully integrative dementia care centre, was started up under the auspices of the Faculty of Medicine of The Chinese University of Hong Kong. Today, the Centre has served more than 20,000 dementia patients, providing integrated day-care services, home-based training and short-term residency, along with support services for patients' caregivers. The Centre also supports research for dementia treatment and is playing an important role in raising awareness of dementia and dementia care.

## CADENZA

In 2006, the Club launched CADENZA: A Jockey Club Initiative for Seniors, a HK\$380 million project in partnership with the Faculty of Social Sciences of The University of Hong Kong and the Faculty of Medicine of The Chinese University of Hong Kong. This initiative aims to create an elder-friendly environment in Hong Kong to foster a positive community attitude towards ageing and continuously improve the quality of care and quality of life for older people.

An inter-disciplinary training programme run by The Nethersole School of Nursing at The Chinese University of Hong Kong provides general and professional education in gerontology for the general public, informal caregivers and professional social and healthcare workers who work with the elderly in the community.

Public education activities target all segments of the population, not just the elderly. To increase the impact of these activities, emphasis is being placed on using innovative and effective educational and communication strategies and tools, enlisting the support of the media and cultivating a wide range of public-private partnerships.

In 2009, the CADENZA Hub commenced operation as one of the community projects under the CADENZA project. The CADENZA Hub is a self-financing, one-stop, fully integrated health and social services centre managed by The Chinese University of Hong Kong and situated in the Fu Shin Estate in the New Territories district of Tai Po.

The CADENZA Hub is operated by a multi-disciplinary team of experienced healthcare professionals, social workers, nurses, physiotherapists and occupational therapists, with primary care service supported by various

馬會深切關注香港的長遠社會問題，尤其重視長者相關的慈善項目。面對本地人口老化，馬會積極協助社區合作夥伴推行相關項目，為社會及時提供所需支援。

社會普遍對老年抱持負面態度，然而這不過是人生必經階段，長者同樣可以活得積極精彩，活得豐盛。馬會多年來與本地出色的醫療及社會服務機構合作，致力改變社會對長者的成見，扭轉大眾對老年的僵化觀念，藉著不同項目協助他們在社區內安享頤年，避免他們自我隱蔽，使社會結構更趨圓滿。

馬會同時資助相關機構添置不同設施以妥善照顧長期病患長者，尤其注重患有腦退化症長者的需要。馬會

# 樂齡社會 共 未雨綢繆

深明腦退化症及相關併發症未來將成為公眾衛生及社會的一大難題，如若不及早正視問題，未來將對社區帶來沉重負擔。

**耆智園** 馬會慈善信託基金在二〇〇〇年撥出八千一百萬港元，成立「賽馬會耆智園」。這是亞洲首間腦退化症一站式綜合服務中心，並邀請香港中文大學醫學院協助管理。耆智園服務超過二萬名腦退化症患者，提供全面日間護理、家居訓練、暫住服務及家屬與護理者支援。此外，耆智園同時支持腦退化症治療研究，並致力將腦退化症預防及護理知識推廣給大眾。

**流金頌** 馬會在二〇〇六年捐款三億八千萬港元，與香港大學社會科學學院及香港中文大學醫學院合作，推行「流金頌：賽馬會長者計劃新里程」。計劃希望改變普羅大眾對長者及步入晚年人士的看法，並改善長者服務與生活質素，建立一個接納包容長者的社會。

香港中文大學那打素護理學院為計劃舉辦一項跨學科的專職訓練計劃，為市民大眾、非正規護老者或從事護老工作之醫護及社福專業人員，提供一般性及專業性的老年學教育。

計劃的公眾教育活動目標並非單局限於長者，而是全方位地面向不同階層的人士，並藉著創新有效的教





university partners including the School of Chinese Medicine of Hong Kong Baptist University, PolyVision of the Hong Kong Polytechnic University and the Centre for Nutritional Studies of The Chinese University of Hong Kong. Its innovative integration of medical and social care provides user-driven case management services, and emphasises the importance of primary healthcare and a healthy lifestyle among the soon-to-be-old and the elderly.

An independently-conducted survey commissioned by the Hub found that the soon-to-be-old segment of the population is clearly concerned about both the early onset of chronic diseases and the availability of primary healthcare advice at the community level.

育和推廣項目，透過傳媒的支持和開拓公私營團體的合作，加強活動的覆蓋面及影響力。

「賽馬會流金匯」是流金頌旗下的社區計劃，於二〇〇九年投入服務。流金匯位於新界大埔富善邨，是一所綜合服務中心，由香港中文大學協助管理，以自負盈虧的運作模式，提供一站式健康及社會服務。

流金匯擁有資深的跨界別專業團隊，當中包括專業醫護人員、社工、物理治療師及職業治療師，並由浸會大學中醫學院、理工大學護眼中心及中文大學營養研究中心等合作大學提供基層醫療服務。流金匯提供一站式身心健康管理支援服務，按個人需要提供度身訂造的服務，同時注重

協助中年人士及長者管理個人身心健康。

流金匯的獨立調查顯示，即將步入老年的人士相當關注慢性疾病年輕化的問題，以及社區有否提供一般護理諮詢服務。

流金匯秉承馬會宗旨，推出了腦退化症長者特別護理服務，涵蓋初步評估、認知訓練及日間護理，鼓勵患者維持正常社交，在社區安享晚年，亦減輕了照顧者的負擔。

**關注了解 及早預防** 流金頌計劃其中一大宗旨是推廣多代共融及認識長者。本年度，馬會慈善信託基金捐出一百七十八萬港元予耆智園與流金頌，推行護理普及教育項目，

In line with the Club's vision, the Hub is also delivering special services for elderly dementia patients, from initial assessment to post-diagnosis cognitive training and day-care, with the aim of enabling patients to maintain normal social lives, to age gracefully within their communities, and improve both their own and their caregivers' quality of life.

## UNDERSTANDING AND PREVENTION

A key component of CADENZA's mission is to promote inter-generational accommodation and understanding of the elderly. This past year, the JCCPA in collaboration with CADENZA, with a HK\$1.78 million grant from the Club, implemented a wide-reaching public education campaign on brain health with a long-term view to preventing dementia and mitigating the impact of cognitive impairment.

The campaign featured school talks, game design workshops and competitions, and a community carnival. The JCCPA organised over 100 school education tasks and game design workshops for 9,000 primary and secondary school students to acquire basic knowledge about brain health.

As part of the CADENZA Community Project: Jockey Club Charles Kao Brain Health Services, the Club has also donated HK\$7.6 million to help acquire Hong Kong's first-ever brain health promotional vehicle to provide outreach support for seniors through preliminary checks on memory problems.

The Jockey Club Charles Kao Brain Health Services, co-funded by the Charities Trust and The Charles K Kao Foundation, is a pioneering outreach service to raise public awareness of dementia, provide screening, and make referrals for community care. It is a quadripartite partnership of CADENZA, St. James' Settlement, The Chinese University of Hong Kong and The Charles K Kao Foundation.

Under this new service model, the mobile centre will cover all 18 Districts to provide preliminary tests for the elderly in the hope of diagnosing early-stage dementia patients and offering follow-up or referral services. The 16-tonne promotional truck, accommodating nurses and



social workers with audio/visual health screening equipment, will be stationed for two months in each of the 18 Districts.

The three-year programme comprises five components – consultation, public talks, centre-based workshops, follow-up service for patients and carers, and public education. Those who are found to have possible memory problems will be referred to government clinics, private medical practitioners and self-financing service providers. Carers will also be given dementia care tips and education kits. The project is expected to benefit some 60,000 people.

## MODERNISATION

The Club has donated HK\$110 million to launch a Jockey Club Elderly Facilities Modernisation Scheme in partnership with the Social Welfare Department. This Scheme, which will upgrade the facilities of about 250 elderly centres, aims to encourage senior citizens to pursue “active ageing” and remain engaged with the mainstream community.

The Scheme will be implemented in phases and completed by 2018, with the Social Welfare Department being responsible for implementation. The Club’s support will facilitate procurement of above-standard furniture and equipment to meet the needs of the elderly in four key areas: health promotion, promotion of continuous learning, prevention of dementia and strengthening home safety and carer support. Acquisitions will include gymnastic equipment with rehabilitative functions, tablet PCs, musical instruments, photographic tools, facilities for setting up reminiscence corners, cognitive games for preventing dementia, electrical wheelchairs, walking frames and facilities for home safety demonstrations.

This donation supplements a HK\$900 million “Improvement Programme of Elderly Centres”, earmarked from the Government’s Lotteries Fund, to which the Club, as operator of the popular Mark Six lottery since 1975, contributes 15% of lottery turnover. The total amount of over HK\$1 billion will directly enable 200,000 users of these centres to engage more fully in community life, and will ultimately benefit all senior citizens in Hong Kong.



Thanks to the Club Charities Trust’s donations, residents of Hong Kong’s Government Elderly Centres can now make use of computers, eye testing machines and gym equipment.

馬會慈善信託基金的慷慨贊助讓不少入住香港政府安老院的長者可享用電腦、驗眼儀器及健身器材。

旨在讓社會大眾認識腦退化症及如何減低認知受損對患者所構成的影響。

這項計劃包括學校巡迴講座、遊戲設計工作坊及社區嘉年華。期間，耆智園舉辦了超過一百次講座及遊戲設計工作坊，吸引超過九千名中、小學生參與腦退化症認知教育活動。

馬會慈善信託基金另捐出七百六十萬港元，透過流金頌的社區計劃，推行「賽馬會高銀腦伴同行」，購置全港首架「健腦流動車」，以外展形式為長者提供腦退化症初步評估。

「賽馬會高銀腦伴同行」流動車是馬會慈善信託基金及高銀慈善基金共同捐助的嶄新外展服務，透過「流金頌：賽馬會長者計劃新里程」、聖

雅各福群會、香港中文大學及高銀慈善基金四方共同合作，提升公眾對腦退化症的認識，及早識別患者及安排社區護理服務。

這項全新的服務模式將惠及十八區有需要人士，提供初步評估、跟進或轉介服務，冀能及早診斷腦退化問題。十六噸重的流動車設有多元化醫療設備，並有護士及社工當值。流動車在未來三年將走遍全港十八區，每區平均停留約兩個月。

這項三年計劃涵蓋五大元素，包括診斷、公眾講座、長者中心講座、為腦退化症及其照顧者提供跟進服務，以及公眾教育。初步被診斷疑有腦退化的人士會被轉介至政府診所、私人醫務所或其他自負盈虧的服務提

供者，接受進一步檢查及治療。流動服務車亦會為照顧腦退化症患者的家人提供照顧錦囊及教材，預計整項計劃可惠及約六萬人。

## 優化設施 融入時代

馬會慈善信託基金早前捐出一億一千萬港元，與社會福利署合作推行「賽馬會智安健計劃」。計劃將資助全港約二百五十間長者中心優化設施，鼓勵長者投入積極的晚年生活，與社會保持緊密連繫。

計劃分階段進行至二〇一八年完成，由社會福利署負責執行。透過馬會的捐助，全港長者中心可添置非標準家具及設備，從而在推廣健康、提倡持續學習、預防腦退化、強化家居

安全與支援照顧者等四大範疇，全面配合長者的需要。這些設施包括設有復康功能的健身器材、平板電腦、樂器、攝影器材、有助預防腦退化的懷舊玩意「懷緬室」及認知遊戲、電動輪椅、供長者借用的助行架、配有家居安全設施的展示廳等。

此計劃配合政府早前於財政預算案中提出，由獎券基金撥出九億港元推行的「長者中心設施改善計劃」。自一九七五年起，馬會營運的六合彩將總投注額的百分之十五撥歸獎券基金，是獎券基金的主要收入來源。今次來自馬會及獎券基金的兩筆款項，總值超過十億港元，讓全港約二十萬長者中心的使用者更投入社區生活，最終惠及全港長者。

Poverty in recent years has aroused increasing public concern and discussion in Hong Kong. With the city's high inflation rate, meals have clearly become a great burden for underprivileged families and individuals, while current food assistance programmes tend to be short-term and offer mainly dry rations and non-perishables such as canned and instant food.

Food wastage only compounds the problem and presents a major environmental challenge, as well. According to the Environmental Protection Department, some 3,600 tonnes of food wastes are generated each day in Hong Kong, imposing a heavy burden on our landfills as they account for 40% of the total waste disposed. Minimising food waste and recycling resources are clearly crucial to addressing this critical situation.

## WASTE NOT, WANT NOT

In view of this, The Hong Kong Jockey Club Charities Trust approached St. James' Settlement (SJS) and Bo Charity Foundation (BCF), two key providers of hot meal services, to learn more about their service needs. After much discussion, it was agreed that two central kitchens would be set up. It was proposed to set up two central kitchens to turn surplus food, collected mainly from restaurants, supermarkets and hotels throughout Hong Kong, into hot meals or food packs and distribute them to the needy through a network of NGOs. To avoid duplication of services and enable more NGOs to become partners, both agencies drew up complementary distribution lists of their respective NGO partners and their partners' service areas.

The Trust has donated HK\$19.70 million to St. James' Settlement to fund hot meal service operations focusing on East Kowloon, including Tseung Kwan O, Yau Tong, Lei Yue Mun, Kwun Tong, Ngau Tau Kok, Sau Mau Ping, Choi Hung, Kowloon City and Kowloon Bay. It has donated HK\$18.55 million to Bo Charity Foundation to fund operations focusing on West Kowloon and the New Territories, including Hung Hom, Mong Kok, Sham Shui Po, Cheung Sha Wan, Kwai Chung, Tsuen Wan, Tsing Yi, Yuen Long, Tuen Mun, Tin Shui Wai, Sha Tin, Tai Po and Sheung Shui.

Each donation is intended to fund the first three years of operations. Over that time, it is estimated that these programmes will provide over 4,500,000 meals and 300,000 food packs to those in want, and in the process recover more than 3,100 tonnes of food which would otherwise have gone to waste.

## 惜食送福



貧窮問題近年引起香港大眾的關注與討論。通脹率高企不下，一日三餐的基本開銷也變成貧困家庭與市民的沉重負擔。本地雖有不同的食物援助計劃，但不少只屬於短期措施，所提供的食品亦大多為乾貨及罐頭、即食食品等非新鮮食品。

社會有人溫飽難繼，卻同時有大量食物無人問津，廚餘過剩更成為香港一大環保議題。根據環境保護署的資料，香港每日產生約三千六百噸廚餘，佔全港廢物量約百分之四十，為堆填區帶來沉重負荷。香港目前當務之急是減少廚餘及增加資源回收。

有見及此，馬會慈善信託基金遂與本地兩個主要熱食服務供應機構——聖雅各福群會和小寶慈善基金尋求合作，以提供更好的食物援助服務。兩個單位均希望各自設立中央廚房，收集全港餐廳、超級市場與酒店的廚餘，中央製作成飯餐與食物包，由非政府機構網絡分發至

有需要人士。為避免因服務重疊造成資源浪費，亦希望可以邀請更多非政府組織參與，兩個單位已就分派地區及合作夥伴達成了協議。

馬會慈善信託基金捐出一千九百七十萬港元資助聖雅各福群會的熱食服務，服務以東九龍為主，遍及將軍澳、油塘、鯉魚門、觀塘、牛頭角、秀茂坪、彩虹、九龍城和九龍灣。小寶慈善基金則獲馬會資助一千八百五十五萬港元，經營西九龍和新界為主的熱食服務，服務範圍覆蓋紅磡、旺角、深水埗、長沙灣、葵涌、荃灣、青衣、元朗、屯門、天水圍、沙田、大埔及上水。

基金兩筆捐款涵蓋兩個單位首三年的營運費用，估計屆時將可提供超過四百五十萬份飯餐和三十萬份食物包予有需要人士，更可避免超過三千一百噸食物淪為廢物。

# REACHING

# OUT

ARTS & CULTURE  
DEVELOPMENT

It may be obvious, but it is not always wholly understood, that culture is absolutely vital to the future of our community — to our individual well-being and collective quality of life.

**A**part from the less measurable humanistic benefits that the creation, performance and enjoyment of art and the preservation of cultural heritage bestow, it is clear that the arts, perhaps more so today than at any time in the past, add significant value to industry, commerce and tourism. Moreover, an education rich in the arts tends to boost overall academic performance and civic engagement, with all that signifies for a diverse and flourishing city such as ours.

No less an organisation than UNESCO, in setting a road map for 21st century arts education, has noted that “art speeds up social inclusion and tolerance” and that “awareness of art can be acquired from an early age and maintained throughout life”. These views essentially frame the guiding principles of the Club’s long-standing, and in financial terms strongly growing, support of the arts. In the past decade alone, the Club has given more than HK\$2.1 billion to arts and culture.

The Club’s activities over this past year have carried forward its long-term initiatives and reinforced valuable partnerships with local and international performing arts organisations and museums.

## 藝術 擴展

文化是社會發展的中流砥柱，由個人身心發展以至普羅大眾生活水平，每一環均與文化息息相關。儘管這是眾所周知的事，但大眾對箇中仍然只有一知半解。

事實上，藝術創作表演、觀賞活動與古蹟文化保育，不單為社會人文帶來難以估量的裨益，更大大推動了現今世代的工商和旅遊發展；而教育輔以藝術，亦能提升學習表現與推動公民參與。藝術是人文、經濟與教育的養分，促進社會多元發展，香港一如其他國際都會也是在藝術薰陶下變得更精彩繁榮。

聯合國教科文組織在二十一世紀藝術教育的的規劃藍圖中指出，「藝術可增進社會共融和互相包容」，而「藝術觸覺可自幼培養，成為終生技能。」馬會慈善信託基金對此理念深表認同，並以此為宗旨，過去十年捐出超過二十一億港元，贊助本地不同藝術文化項目。

馬會過去一年秉承一貫信念，與本地及國際不同藝術表演團體及博物館合作，建立重要的良好夥伴關係。



Julie Kent as Juliet and Marcelo Gomes as Romeo  
© Rosalie O'Connor

### THE HONG KONG ARTS FESTIVAL

The Club has been a cornerstone supporter of the Hong Kong Arts Festival since its inception 41 years ago. In 2008, the Trust introduced a new giving model which provides funding to the Festival three years in advance of each year's programme, enabling it to secure commitments from the world's most sought-after performers and troupes. An average of HK\$7 million is donated annually which enables each year's Festival to offer three world-class pillar programmes, with one performance of each being designated The Hong Kong Jockey Club Series. This year's Series featured the Chicago Symphony Orchestra, an acclaimed production of the Robert Wilson-Philip Glass opera *Einstein on the Beach*, and *Romeo and Juliet* by the American Ballet Theater (ABT). The Club funded ABT matinees for 3,200 students which included pre-performance talks and workshops. The Hong Kong Jockey Club Contemporary Dance Series featured new and original dance works by local choreographers and artists, while the Contemporary Dance Education Project has further promoted the appreciation of contemporary dance and other creative expressions among young people.



### BRINGING EXHIBITIONS TO THE PUBLIC, AND MORE

The Club is instrumental in bringing important exhibitions to the public. In past years these have included PICASSO – Masterpieces from the Musée National Picasso Paris staged at the Hong Kong Heritage Museum, and the attendance-record-breaking *The Majesty of All Under Heaven: The Eternal Realm of China's First Emperor*, shown at the Hong Kong Museum of History.

In a three-year partnership with the HKSAR Government's Leisure and Cultural Services Department, the Club has established The Hong Kong Jockey Club Series of expositions. A HK\$17 million budget has been earmarked for the Series, allowing for two to three major exhibitions each year and, significantly, associated educational and outreach programmes that underscore the relevance of cultural heritage to modern life.

Kicking things off, the Club funded an Art Appreciation Programme in conjunction with the Andy Warhol: 15 Minutes Eternal exhibition of the pop artist's works, held from mid-December 2012 to March 2013. The Trust's donation



**香港藝術節** 馬會慈善信託基金自第一屆香港藝術節起，四十一年來一直鼎力支持這項文化盛事。基金於二〇〇八年採用全新的捐助模式，向香港藝術節協會提早撥款支持三年後舉辦的藝術節，每年平均達七百萬港元，有助協會在充足時間及資源下，每年邀請三個不同範疇的世界頂級藝術團體來港演出，而每個項目的其中一場表演亦命名為「香港賽馬會藝粹系列」。今年藝術節中的「香港賽馬會藝粹系列」，包括芝加哥交響樂團精彩演奏、由羅伯特·威爾遜與菲力普·格拉斯合作的歌劇《沙灘上的愛因斯坦》，以及美國芭蕾舞劇院的《羅密歐與茱麗葉》。此外，馬會亦額外撥款購買「香港賽馬會學生專享節目」的門票，讓三千二百名本地學生免費欣賞系列內其中一個精彩節目及參與演前導賞環節與工作坊。此外，「香港賽馬會當代舞蹈平台系列」讓本地編舞者及藝術家展出創意之作，當代舞蹈教育計劃則向年青人推廣當代舞蹈，教育年青人如何欣賞當代舞蹈及其他創意表演。

**引入展覽及相關活動** 馬會積極為香港市民引入世界矚目的精彩展覽，近年備受歡迎的項目包括香港文化博物館的「畢加索－巴黎國立畢加索藝術館珍品展」和香港歷史博物館展出的「一統天下：秦始皇帝的永恆國度」，後者更打破展館的參觀人數紀錄。

The Club's Charities Trust donations to arts and culture in 2012/13 helped local students appreciate a world-class ballet performance at the Hong Kong Arts Festival (1&2); and brought the Majesty of China's First Emperor (3) and the artistry of Andy Warhol (4) to local residents, who were also able to savour the splendours of Qing Court Attire (5) and the Wonders of Ancient Mesopotamia (6).

馬會慈善信託基金於二〇一二/一三年度贊助本地學生欣賞香港藝術節上演的世界級芭蕾舞表演(1及2)，更讓本港市民陸續欣賞到秦始皇文物(3)、安迪·華荷藝術作品(4)、清朝官廷服飾(5)及美索不達米亞古文明展品(6)。

provided for lectures, free guided tours, interactive games and a special art accessibility programme for the disabled.

The first full collaboration in the series – solely sponsored by the Club and jointly presented with the LCSD and the Trustees of the British Museum – was The Wonders of Ancient Mesopotamia exhibition. Installed at the Hong Kong Museum of History for more than three months, this marked the first time this trove of more than 170 artefacts from the British Museum, reaching back to 3,500 BC, had been brought to Asia.

The second – entitled The Splendours of Royal Costume – Qing Court Attire – is being shown at the Hong Kong Museum of History until early October 2013. The exhibition, the largest of its kind outside Mainland China, comprises some 130 pieces from the Palace Museum, displaying the highest standards of Qing Dynasty weaving and embroidery. The LCSD and the Hong Kong Design Centre, together with The Hong Kong Polytechnic University's Institute of Textiles and Clothing, held a related fashion design competition to raise awareness of the relationship between cultural relics and creativity.



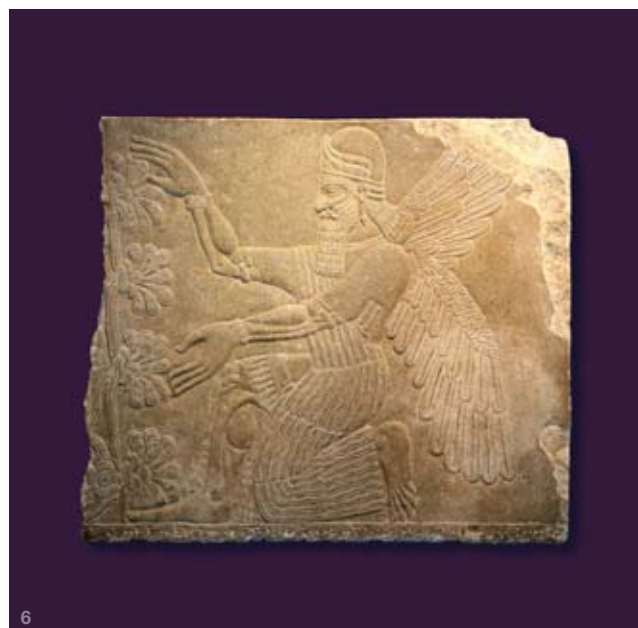
馬會慈善信託基金與康樂及文化事務署(康文署)合作策劃「香港賽馬會呈獻系列」三年計劃，由基金捐出一千七百萬港元，資助康文署每年舉辦兩至三個大型展覽，並提供相關教育及外展活動，讓公眾能追古溯源，認識歷史文化與現今文明的關係。

基金早前贊助康文署舉辦「安迪·華荷：十五分鐘的永恆」展覽，由二〇一二年十二月至二〇一三年三月期間，展出普普藝術家安迪·華荷多款作品。為配合展覽，基金撥款同時資助在展覽期間舉辦藝術共賞計劃，包括配套講座、免費導賞、互動遊戲及向殘疾人士提供備有輔助器材的藝術通達服務。

香港賽馬會呈獻系列首個展覽

「探本溯源：美索不達米亞古文明展」，由基金獨家贊助、康文署及大英博物館托管會聯合主辦。展覽於香港歷史博物館舉行，在三個多月間展出大英博物館超過一百七十件珍藏文物，年代可遠溯至公元前約三千五百年，更是亞洲首次展出美索不達米亞文物。

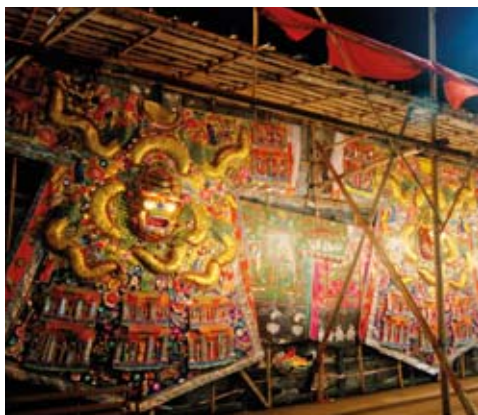
本年另一呈獻是「國采朝章—清代官廷服飾」，於香港歷史博物館展出至二〇一三年十月初。這是中國國外舉辦的最大規模服飾展，展出故宮博物院織繡文物一百三十多套，呈現清朝最高的織繡製作水準。此外，康文署、香港設計中心及香港理工大學紡織及製衣學系合辦相關服飾設計比賽，體現古代文物與創意的關係。



## CONSERVATION

The Club is also an important player in the field of heritage conservation. Among its highest-profile initiatives is the Central Police Station Revitalisation Project, which will preserve the landmark 19th century structure while transforming it into an arts and culture complex. The Club also supports various other cultural preservation projects across the city.

Equally, the Club is committed to preservation of local traditions which instill a sense of community identity and promote social cohesion. In April 2012, the Club announced it would provide HK\$2 million in funding in support of four Hong Kong traditions inscribed on to China's National List of Intangible Cultural Heritage and a related educational programme run by the Conservancy Association Centre for Heritage, or CACHe. Founded in 2007 with a donation from the Club, CACHe operates a number of community engagement and education programmes reaching tens of thousands of students and other participants. The HK\$2 million grant is specifically geared to fostering a greater appreciation by Hong Kong's younger generations of the value of cultural preservation. The funding covered the cost of three traditional events staged during the year: the Tai O Traditional Dragon Boat Water Parade, the Cheung Chau Jiao Festival, and the Tai Hang Fire Dragon Parade, along with a field studies and data collection project for the Yu Lan Ghost Festival of the Hong Kong Chiu Chau Community.



**文物保育** 馬會在古蹟保育方面亦不甘後人，轄下文化保育項目遍及全港，當中最備受矚目的是「中區警署建築群活化計劃」。馬會慈善信託基金撥款復修該座建於十九世紀，現時已荒置的中區警署建築群，將該處發展為本地重要的文化藝術中心。

馬會亦相當重視風俗傳承，深信傳統有助建構社群，促進社會團結。馬會慈善信託基金於二〇一二年四月宣佈捐款二百萬港元予四項被列為國家級非物質文化遺產的本地傳統活動，讓更多市民，尤其是年輕一代，可以更深入地接觸和認識這些獨特的傳統文化及其珍貴之處。基金捐

款涵蓋每年舉辦的三項傳統活動：大澳傳統龍舟遊涌、長洲太平清醮及大坑舞火龍盛會，並資助香港潮人盂蘭勝會的考察及資料搜集。

此外，基金捐款亦包括贊助助長春社文化古蹟資源中心舉辦相關教育活動。基金在二〇〇七年捐助成立該中心，讓數以萬計的學生及參加者對本地文化保育有更深的認識。

**藝術啓蒙** 馬會慈善信託基金自一九九五年開始與香港青年藝術協會合作，多年來致力向年青人推廣藝術。基金早前捐出四百三十萬港元，贊助協會舉辦首屆「賽馬會社區藝術

## CONTINUITY

Since 1995, the Club has partnered the Hong Kong Youth Arts Foundation, HKYAF, in a sustained effort to cultivate young people's interest in the arts. Their latest collaboration, funded by a HK\$4.3 million donation, is the Hong Kong Jockey Club Community Arts Biennale 2013. The groundwork for the Biennale was laid by the three-year Point-to-Point Site Specific Art Project, which ultimately involved some 50,000 youngsters. The Biennale in turn showcased 24 works by 21 local artists and over 2,000 young people, while 4,000 additional participants added their creativity on site. Free docent tours, workshops and forums strengthened visitors' understanding of the role art plays in their lives and in the community.



The Club is helping to preserve Hong Kong's cultural heritage by supporting the Tai O Traditional Dragon Boat Water Parade (top), the Yu Lan Ghost Festival of the Hong Kong Chiu Chow Community (lower left), the Cheung Chau Jiao [Bun] Festival (centre) and the Tai Hang Fire Dragon Parade.

馬會致力傳承香港傳統文化，捐款資助舉辦大澳傳統龍舟遊涌（上）、香港潮人盂蘭勝會（左下）、長洲太平清醮 [搶包山]（中下）及大坑舞火龍盛會。

Photo courtesy of Hong Kong Heritage Museum  
相片由香港文化博物館提供