



# Enhancing Hong Kong's quality of life

While the Club can trace its long history of donating to charitable causes back to at least 1915, it was in the early 1950s that this role became truly integral to its operations. At that time, Hong Kong was struggling to cope with post-war reconstruction and a massive influx of immigrants. There were severe shortages of primary schools and public clinics in particular, and Club donations helped greatly to relieve them.

當仁不讓 有愛無類 知音難得一 種種福 珍貴 樂與八月 薪火相傳 群策群力 美恒



Once the worst of these problems had been overcome, the Club turned its attention to providing the city's surging population, many of whom then lived in desperately crowded conditions, with some basic recreational facilities. Victoria Park, created from a reclamation of Causeway Bay Typhoon Shelter

and now one of Hong Kong's best known leisure venues, was opened in 1957, courtesy of a Club donation of HK\$2.5 million – a huge sum at that time. Numerous Club-funded public swimming pools across the city followed in the 1960s and 1970s.

In the half-a-century since, as Hong Kong has blossomed first into a major manufacturing hub and then into one of the world's leading trade and finance centres, the lives of most of its citizens have improved enormously. But the Club's commitment to the community's well-being has never wavered – whether it means helping those who for one reason or another have been by-passed by the booming economy, or whether it involves longer-term projects to address the city's future challenges.

In short, the Club's over-riding imperative today in making its donations – which now exceed more than HK\$1.7 billion a year – is to enhance the quality of life of all Hong Kong people, be they young or old, able-bodied or disabled, needy or well-to-do.

# 提升 香港 生活質素

馬會早於一九一五年或以前，已肩負樂道善行、匡助社群的使命，至一九五〇年代，更正式將慈善業務納入其營運模式中。當時，香港正值戰後艱難時期，百廢待興，加上大量移民湧入，令小學教育及公共醫療服務尤其緊張，馬會在這兩方面的捐獻，著實能解當時社會的燃眉之急。

當本地教育及醫療的困境稍緩之際，馬會轉而關注急增人口帶來的新挑戰，尤其貧苦大眾在擠迫居住環境下，缺乏康樂設施的情況。建於銅鑼灣避風塘填海土地的維多利亞公園，由馬會斥巨資二百五十萬港元興建，自一九五七年揭幕至今，一直是香港最著名的休憩場地。踏入一九六〇及七〇年代，馬會捐建的公眾游泳池於香港各區相繼落成。

及後半個世紀，香港發展為一個重要製造業樞紐，繼而蛻變成為今日的環球貿易及金融中心，市民的生活質素亦隨之大有改善。但馬會繼續秉持匡助社區福祉的使命，無論對未必能夠享受經濟繁榮成果的弱勢社群；或是協助香港面對未來挑戰的長遠公益項目，馬會均當仁不讓，悉應所需。

簡言之，馬會一直馬不停蹄致力行善，今年捐款更超過十七億港元，

目標是為了改善市民的生活質素，讓市民大眾，不論長幼傷健貧富，均能分享社會進步的成果。

馬會其中一項重要的早期建樹，是於一九七〇年代多番與政府磋商後落實建成的海洋公園。由馬會捐款一億五千萬港元於政府撥地興建的海洋公園，在一九七七年落成開幕，是本港其中一個重要的旅遊及教育地標。

公園落成初期主要提供水族館設施，經馬會增撥二億四千萬港元開展第二期發展工程後，園內增設機動遊戲及其他康樂設施。一九八七年，海洋公園脫離馬會成為獨立法團，並由董事局接掌營運事務，馬會慈善信託基金遂撥款二億港元設立基金，以助維持公園財政穩健，發展長線業務。

今天，海洋公園不單是本港居民的消閒熱點，更成為國際知名的旅遊名勝，每年吸引近七百萬人次到訪。此外，公園的海洋生態保育項目更備受國際認同。

馬會隨後繼續支持海洋公園的多項發展項目，於一九九八年捐助興建

The Grand Aquarium is just one of the many world-class attractions at Club-funded Ocean Park that offers visitors both leisure and educational experiences. 海洋公園由馬會捐款興建，其中的「海洋奇觀」是公園眾多世界級特色設施之一，為遊人提供教育娛樂並重的體驗。

One of the first major projects launched with this objective was Ocean Park, the product of lengthy discussions between the Club and the Government in the early 1970s. Conceived as an attraction combining both leisure and educational benefits, it was built with a Club donation of HK\$150 million on land provided by the Government, and opened to the public in 1977.

Initially the Park featured primarily aquarium facilities, but later the Club contributed a further HK\$240 million for its second development phase, comprising thrill rides and other facilities. In 1987 it became a statutory body, with a Board of Directors established to take over management responsibilities from the Club. A further endowment of HK\$200 million was provided by the Club's Charities Trust to ensure the Park's long-term financial stability.

Today, Ocean Park is not only a favourite leisure spot for local people but also a major draw for tourists, attracting close to seven million visitors a year.



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It has also earned international recognition for its marine conservation work.

The Club has continued giving the Park its strong support and in 1998, funded the construction of the HKJC Giant Panda Habitat to house An An and Jia Jia, given to Hong Kong by the Central Government to mark its return to Chinese sovereignty. Recently, this popular attraction has been renovated and expanded to accommodate two more endangered animals from Sichuan province, the golden snub-nosed monkeys Le Le and Hu Hu.

## Recreation 康樂

### 1957

Victoria Park is opened, courtesy of a Club donation of HK\$2.5 million

由馬會斥資二百五十萬港元興建的維多利亞公園揭幕

### 1977

Ocean Park, built with a Club donation of HK\$150 million, is opened

由馬會捐款一億五千萬港元興建的海洋公園開幕

### 1998

The Club funds construction of the HKJC Giant Panda Habitat

馬會捐助興建「香港賽馬會大熊貓園」

### 1960s & 70s

A number of Club-funded public swimming pools are built

馬會捐建多個公眾游泳池

### 1987

The Club injects a further HK\$200 million into the now-independent Ocean Park to ensure its long-term financial stability

馬會撥款二億港元設立基金，維持獨立後的海洋公園財政穩健

### 2012

The Club funds the Hong Kong Jockey Club Sichuan Treasures and the Jockey Club Ocean Park Education Programme

馬會捐助「香港賽馬會四川奇珍館」及「賽馬會海洋公園教育計劃」



1,2 Photos courtesy of Ocean Park Hong Kong  
相片由香港海洋公園提供



Now renamed the Hong Kong Jockey Club Sichuan Treasures, it is expected to attract 1.7 million visitors in the first year alone.

To complement this, the Club is also funding a HK\$5 million, three-year Jockey Club Ocean Park Education Programme to enhance local students' understanding of rare animal species. In total, the Club's donations to Ocean Park now exceed HK\$730 million.

At a ceremony to celebrate the Park's 35th Anniversary in January, Club CEO Winfried Engelbrecht-Bresges said the Club and the Government had shared the same vision in the 1970s of creating an entertainment park for the people of Hong Kong to improve their quality of life. "Looking back, we can proudly say that we have achieved this," he said. "I would like to congratulate the Park on its success in becoming a landmark of Hong Kong and a must-see destination for visitors."

**A**mongst the numerous other projects initiated or supported by the Club with the aim of enhancing Hong Kong's quality of life, many now relate to environmental issues. In years gone by, the primary concern of many residents was simply making sufficient money to support their families, but nowadays they are also becoming more aware of the need to provide a greener and healthier environment for future generations.

The Club has long believed that economic success alone cannot build a world-class city. As far back as 1987, it gave the Government's Environmental Protection Department (EPD) HK\$5 million to produce audio-visual packs for secondary schools on topics like water, air and noise pollution, sewage treatment and waste management.

This was followed in 1989 by the establishment of Hong Kong's first Air Quality Index with Club support. The index has since played a pioneering role in raising public awareness of pollution issues and identifying where improvements need to be made. Later the Club funded the Mobile Real-time Air Monitoring Platform developed by the Hong Kong University of Science & Technology.

The Club was also one of the pioneers behind efforts to reduce the use of plastic bags, as part of a "Green Child" campaign organised in 2001 with the support of three major supermarket chains and some 150 local primary schools. More recently, it has worked with EPD and the Hong Chi Association to

「香港賽馬會大熊貓園」，安頓由中央政府為慶祝香港回歸而送贈的大熊貓「安安」和「佳佳」。近日，這個極受歡迎的設施再獲翻新，以迎接另一隻來自四川的瀕危國寶——川金絲猴「樂樂」和「虎虎」。翻新後的園區易名為「香港賽馬會四川奇珍館」，預計開放首年即可吸引一百七十萬名訪客。

為配合翻新工程，馬會今年再捐助五百萬港元，以推行為期三年的「賽馬會海洋公園教育計劃」，鼓勵本地學生認識國寶級珍稀動物。馬會至今共撥捐超過七億三千萬港元，協助海洋公園持續發展。

在一月舉行的海洋公園三十五週年慶典中，馬會行政總裁應家柏表示，馬會與政府早在一九七〇年代已有一個共同願景，為香港市民打造一個娛樂主題公園，以改善大家的生活質素。他說：「傲然回首，我們樂見這個願景已經達到。在此，我衷心祝賀海洋公園成功成為香港的地標，以及遊客必到的景點。」

近年，由馬會支持或主導、以提升香港生活質素為目標的其他項目，多針對環境保護議題。過去，大多數港人只關心糊口生計；今天，他們渴望一個更綠色、更健康的環境，讓下一代茁壯成長。

set up a three-year glass bottle recycling campaign, which now has over 60 collection points across the city. The Club is itself sending 50 tonnes of glass bottles a year, collected from its racecourse and clubhouse catering outlets, for reprocessing into glass eco-bricks.

In 2008 the Club took its concern for the environment to a further new level by allocating HK\$350 million to initiate a citywide, multi-year Environment Project to pioneer new approaches to environmental protection and raise community awareness of green issues through public education programmes. As demonstration projects, the Club has converted its entire fleet of golf carts at the Jockey Club Kau Sai Chau Public Golf Course to solar power and deployed four solar-hybrid catamarans, the first in Hong Kong, to run the ferry service linking the course to Sai Kung.

While maintaining its efforts to encourage local residents to "think green" and make behavioural changes in their lifestyle, the Club believes there is no better place to start than by setting a good example within its own operations, and by mobilising its 26,000 employees to become Green Ambassadors.

The Club deploys four solar-hybrid catamarans, the first in HK, to run the ferry service to Kau Sai Chau Public Golf Course. 馬會率先引入四艘太陽能及柴油混能環保船，提供往來西貢至灣西洲高球場的渡輪服務。



#### Green Child Campaign

The Club, in collaboration with three major supermarket chains and some 150 local primary schools, launched the campaign in 2001 to reduce the use of plastic bags.

「綠孩兒」計劃 馬會於二〇〇一年與本地三大連鎖超級市場及約一百五十間小學攜手推廣減少使用膠袋的環保訊息。

馬會一直相信，要建構一個世界級都會，不能單靠蓬勃的經濟活動。早於一九八七年，馬會已撥捐五百萬港元予港府轄下的環境保護署，製作影音教材，讓中學生認識水質、空氣及噪音污染等問題，並灌輸污水及廢物處理等環保概念。

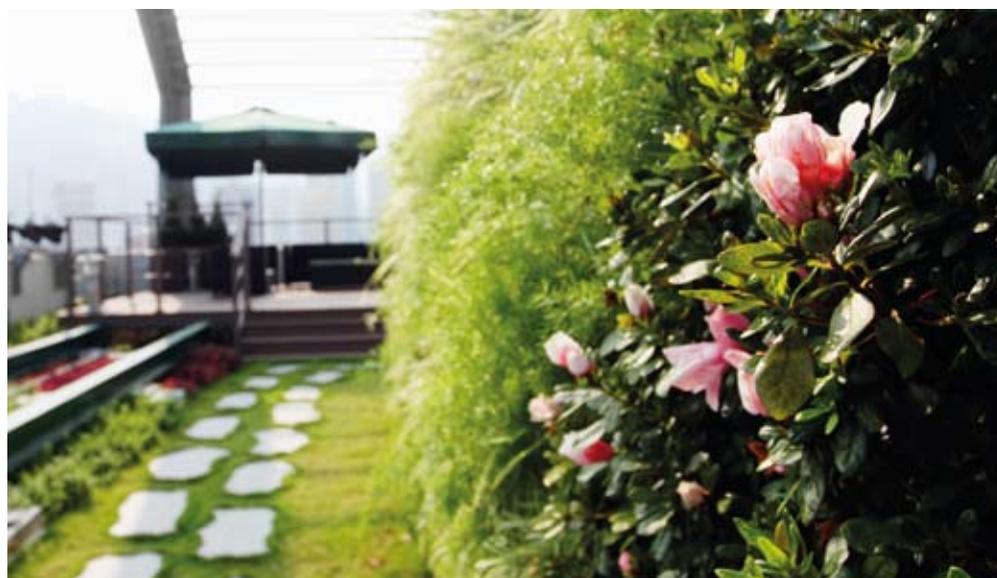
至一九八九年，香港首個空氣污染指數監測系統在馬會支持下正式成立，自此著力為空氣質素提供改善指標，引領大眾關注環境污染問題。其後，馬會更資助香港科技大學，研發大氣監測走航平台。

馬會亦身先士卒，早於二〇〇一年已跟本地三大連鎖超級市場及約一百五十間小學攜手推行「綠孩兒計劃」，推廣少用膠袋的環保訊息。近年，馬會夥拍環境保護署及匡智會，推行為期三年的玻璃樽回收計劃，至今已於港九新界設立逾六十個回收點。馬會亦積極參與計劃，每年將五十公噸回收自馬場及會所食肆的玻璃樽，送交匡智會作循環再造環保磚之用。

馬會為進一步推廣關注環境的訊息，於二〇〇八年撥捐三億五千萬港元，推行為期多年的先導「環保計劃」，透過公眾教育活動喚起市民



The Jockey Club Kau Sai Chau Public Golf Course, Hong Kong's first and only public golfing facility. 賽馬會濶西洲公眾高爾夫球場是全港首個及唯一的公眾高爾夫球場。



#### “Our Green Place”

The Club has given a green facelift to the rooftop of its headquarters building at Happy Valley, making strategic use of various environmentally-friendly technologies.

#### 「綠之源」

馬會利用多項環保技術，將跑馬地總部大樓的天台化身成鬧市中的綠洲。

關注環境保護的重要性。為此，馬會更帶頭將賽馬會濶西洲公眾高爾夫球場內的高球車，悉數改裝為太陽能電池車，並率先購入四艘太陽能及柴油混能環保船，提供往來西貢至高球場的渡輪服務。

除致力向全港市民推廣環保思維和綠色生活習慣外，馬會亦深諳以身作則、樹立綠色營運榜樣之道，並動員全體二萬六千名員工支持環保工作，化身綠色大使。

馬會擁有完善的環保政策，致力把可持續發展概念融入機構文化及日常營運當中。馬會內部推行的一連串相關措施包括回收廚餘、辦公室及馬房廢料；於辦公室、馬場、會所及場外投注處轉用高能源效益的照明和空調系統；以可回收再造紙張印製投注彩票；以及於馬會的餐飲設施推廣可持續撈捕的環保海鮮等。

同時，馬會已簽署「減碳約章」，成為環境保護署的「碳審計·綠色機構」，努力達至於二〇〇九至二〇一五年間削減碳排放及能源消

耗強度達百分之二十，以及二〇二五年達至碳中和的目標。去年，馬會的碳排放總量較

二〇〇九/一〇基準年度減少百分之一點八，即二千公噸，相當於植樹約十萬棵。

馬會更巧妙地利用多項環保技術，為跑馬地總部大樓的天台披上綠色衣裳，將之化作「綠之源」。這一片鬧市中的綠洲不僅有助節能減排，更是馬會員工交誼休憩的好去處。這項新的創意結晶，於今年五月為馬會贏得「高空綠化大獎」頒發的銀獎殊榮。今年首辦的「高空綠化大獎」，由港府轄下的發展局及七個專業機構主辦，旨在推動本港高空綠化發展。

文化及古蹟保育，是馬會為提升香港市民生活質素而努力經營的另一範疇。它跟環保議題一樣，在香港經濟騰飛的年代普遍被忽略，至近年方成為本地輿論焦點。新一代的港人大多土生土長，無復父輩的過客身份，早已視香港為唯一的家。他們珍惜本土的歷史建築和文化傳統，冀盼保存「集體回憶」，讓新世代得以傳承香港獨特的歷史和東西交匯的文化特色。

As part of a comprehensive Environmental Policy, the Club has made efforts to embed sustainability concepts throughout both its culture and its business operations. Some of its many different initiatives include the recycling of kitchen, office and stable wastes; a switch to more energy-efficient lighting and air-conditioning systems at its offices, racecourses, clubhouses and Off-Course Betting Branches; a switch to the use of recyclable paper for betting slips; and the promotion of sustainable seafood menus in Club restaurants.

The Club is a signatory to the EPD's Carbon Reduction Charter and become a "Carbon Audit – Green Partner", setting itself the target of reducing its carbon and energy intensity by 20% between 2009 and 2015, and achieving carbon neutrality by 2025. Last year alone, the Club reduced its carbon emissions by 1.8% or 2,200 tonnes compared with the base year 2009/10, equivalent to planting some 100,000 trees.

The Club has also given a green facelift to the rooftop of its headquarters building at Happy Valley, making strategic use of a number of environment-friendly technologies. Christened "Our Green Place", this delightful oasis in the heart of the city not only helps save energy and reduce carbon emissions, but also provides a "green garden" where Club staff can unwind and socialise. In May this year, this initiative earned the Club silver honours in the new Skyrise Greenery Awards, launched by the Government's Development Bureau and seven professional bodies to promote the development of skyrise greening in Hong Kong.

Another important area in which the Club is making strenuous efforts to enhance Hong Kong people's quality of life is heritage conservation. As with environmental issues, this was an aspect of life that often got overlooked in the years of booming economic growth, but has now come very much to the forefront of local concerns. Unlike past generations, most of today's residents were born in Hong Kong and have known no other home. They are anxious that the city's historic buildings, traditions and "collective memories" are preserved, so that future generations can appreciate Hong Kong's unique history and its blending of eastern and western cultures.

馬會歷來曾捐助多個保育項目，包括一九八五年的大嶼山分流砲台，以至一九九〇年代的屏山文物徑，及新界多幢古祠和書院等修復工程。但當中最具歷史意義的，當數二〇〇八年馬會承諾耗資十八億港元進行的中區警署保育及活化項目。

這個位於中區心臟地帶的古蹟，包括舊中區警署、前中央裁判司署及域多利監獄，部分結構更可追溯至一八四〇年代，是香港殖民時期最重要的歷史見證之一。馬會致力保育建築群，並將之活化為傳統、藝術、文化和旅遊中心，成為香港居民和海外遊客愛戴的地標。

獨特的非牟利營運模式，讓馬會得以承辦這龐大的項目，而不必像絕大部分的本地機構般，需透過商業化的營運為投資賺取回報。馬會旨在透過是項計劃，為香港未來的文化古蹟保育及活化工作立下楷模。經過



The restored and revitalised HKJC Former Explosives Magazine at Admiralty. 經修復及活化後的金鐘「香港賽馬會復修軍火庫」。

長時間的策劃和公開諮詢後，修復工作已然展開，第一期活化工程預計於二〇一四年竣工。

另一個重要的保育項目 — 「香港賽馬會復修軍火庫」，由馬會慈善信託基金捐款

一億二百五十萬港元予亞洲協會香港中心，為位於金鐘正義道的軍火庫舊址進行復修及活化工程，並於二月正式開放。活化工程包括復修四座興建於十九世紀中期及二十世紀初的建築物 — 其中三幢是用以儲存炸藥的一級英國軍事歷史文物，並將之由建築古蹟改建成全新的藝術展覽場館及劇場，讓這個前軍用禁地得以首度對外開放。

馬會主席施文信在開幕禮中表示：「我們非常高興能夠參與此計劃，因為中心有助配合馬會眾多推廣保育、藝術及文化的項目，更重要的

## Environmental Protection 環境保護

### 1987

The Club funds the production of audio-visual packs for secondary schools on green topics

馬會捐款製作影音教材，向中學生灌輸環保概念

### 1989

Hong Kong's first Air Quality Index is established with Club support

香港首個空氣污染指數監測系統在馬會支持下正式成立

### 2001

The Club initiates the "Green Child" campaign to help reduce the use

of plastic bags  
馬會發動「綠孩兒計劃」，推廣少用膠袋的環保訊息

### 2008

The Club makes a HK\$350 million donation to initiate a citywide, multi-year Environment Project

馬會撥捐三億五千萬港元進行為期多年的全港性「環保計劃」

### 2009

The Club signs the Carbon Reduction Charter and becomes a "Carbon Audit – Green Partner"

馬會簽署「減碳約章」，成為「碳審計·綠色機構」

### 2010

The Club funds a three-year glass bottle recycling campaign  
馬會捐助為期三年的玻璃樽回收計劃

### 2011

The Club turns its headquarters rooftop into "Our Green Place", part of its efforts to embed sustainability concepts throughout its business operations and culture

馬會將總部大樓天台改建為「綠之源」，致力把可持續發展概念融入機構文化及日常營運當中



The Club has contributed to a number of conservation projects over the years, from the restoration of Fan Lau Fort on Lantau Island in 1985 to the establishment of Ping Shan Heritage Trail and refurbishment of several ancestral and study halls in the New Territories in the 1990s. But undoubtedly its most significant contribution to date came in 2008 when it pledged to undertake the conservation and revitalisation of the Central Police Station compound at a cost of up to HK\$1.8 billion.

This historic site in the heart of Central district takes in the Central Police Station itself, the Central Magistracy and Victoria Prison, parts of which date back to the 1840s, and is recognised as one of the most significant reminders of Hong Kong's colonial history. The Club intends to restore the now-disused compound and transform it into a lively heritage, arts, cultural and tourism hub that will become a major destination for residents and visitors alike.

The Club's not-for-profit business model means it can take on this massive project without the need for large-scale commercialisation to recoup its investment, something that probably no other organisation in Hong Kong would be able to do. Through this initiative, the Club

aims to set a benchmark for future heritage conservation and revitalisation projects in Hong Kong. After an extensive period of planning and public consultation, restoration work is now under way, and the first parts of the revitalised compound are expected to open in 2014.

Another notable project in this area is the HKJC Former Explosives Magazine, opened in February this year after a Club donation of HK\$102.5 million to the Asia Society Hong Kong Center to support the restoration and revitalisation of this historic ex-British Army site in Admiralty. Four derelict military compounds dating from the mid-19th and early 20th centuries, three of them Class 1 historical structures, have been transformed into a dynamic showcase of arts and cultural education. This is the first time in its history that the site has been made accessible to the public, as understandably it was strictly off limits during its years as an ammunition store.

"We are delighted to be a participant in the project as it

The Central Police Station Compound being revitalised with a Charities Trust donation of up to HK\$1.8 billion. 中區警署建築群現由馬會斥資十八億港元進行活化。

## Heritage Conservation

### 古蹟保育

#### 1985

The Club funds the restoration of Fan Lau Fort on Lantau Island  
馬會捐助大嶼山分流砲台保育項目

#### 2008

The Club commits to undertaking the conservation and revitalisation of the Central Police Station Compound at up to HK\$1.8 billion  
馬會斥資十八億港元承辦中區警署保育及活化項目

#### 2012

The restored HKJC Former Explosives Magazine is opened, supported with a HK\$102.5 million Club donation  
「香港賽馬會復修軍火庫」獲馬會捐款一億二百五十萬港元復修後重新開放

#### 1990s

The Club contributes to the Ping Shan Heritage Trail project and the refurbishment of several ancestral and study halls  
馬會捐助屏山文物徑，以及多幢古祠和書院的修復工程



是讓年青一代有機會認識過去，追求更豐盛的人生。」他續指：「我們為軍火庫冠以香港賽馬會之名而感到自豪。這個計劃不但是保育古蹟，而且更加入活化元素，為這些歷史建築物注入新生命，令社區增添一個集文化、藝術及當地特色於一身的中心。」

馬會對傳承香港獨特的非物質文化遺產同樣重視，四月宣佈捐助四項被列入第三批國家級非物質文化遺產的本地傳統活動即為一例。共二百萬港元的捐款涵蓋長洲太平清醮、大澳傳統龍舟遊涌、香港潮人盂蘭勝會及大坑舞火龍盛會。

此外，馬會的捐款亦資助長春社文化古蹟資源中心推行為期一年的「國家級非物質文化遺產社區教育計劃」，讓新一代以至普羅市民進一步了解此四項傳統習俗，使其繼續傳承下去。

為了讓港人了解馬會行善的信念和回饋社會的使命，馬會今年採用嶄新的手法，拍攝全新一輯十集資訊短片，於四月至七月期間，在跨媒體平台發佈，包括電視、電台、戶外大屏幕及其他電子媒介、網絡社交平台等。短片概念是由馬會捐助開埗的天水圍「天比高創作伙伴」創作，並得著名演藝人劉德華參與演出並親自揮寫十款書法，介紹馬會樂道善行、匡助社群的信念，並聯同多位星級台前幕後精英包括張叔平、林夕、陳輝陽、蘇施黃，以及一群天比高青年人等共同創作而成，更彰顯馬會致力培育青年人才的決心。



Artist's impression by Herzog & de Meuro 構想圖片由赫佐格和德默隆公司提供

驅策馬會馬不停蹄、惠澤社群的原動力，源自其成功將公眾對博彩的需求轉化為社會福祉的非牟利營運模式。有別於那些須向股東派發年終花紅的公司，馬會不必時刻錙銖必較，故能放眼更長遠的發展目標，甚至超越自身的利益，為社會整體謀求長遠的福祉。事實上，馬會的持份者就是香港全體市民。



Tai Hang Fire  
Dragon Dance  
大坑舞火龍盛會



Cheung Chau  
Jiao Festival  
長洲太平清醮

complements a number of the Club's community initiatives in heritage conservation, arts and culture and most importantly, creates more educational opportunities for the younger generations to learn from the past," noted Club Chairman T. Brian Stevenson at the opening ceremony.

"The Jockey Club is particularly proud to have its name attached to this great new facility. What's equally important is that this project is not just one of heritage preservation but is also coupled with revitalisation – the adaptive reuse of these heritage buildings into what has now become a totally revitalised and functioning set of buildings to serve the community as a centre for arts, culture and contemporary affairs."

Just as important for the Club is making sure that Hong Kong's unique intangible heritage is not allowed to be forgotten. In April, it announced funding of HK\$2 million to support four local activities that are being inscribed on to the third National List of Intangible Cultural Heritage in China: the Cheung Chau Jiao Festival, the Tai O Traditional Dragon Boat Water Parade, the Yu Lan Ghost Festival of the Hong Kong Chiu Chow Community and the Tai Hang Fire Dragon Dance.

In addition, the Club's funding will support a one-year Community Education Project for National Intangible Cultural Heritage in China being run by The Conservancy Association Centre for Heritage. This will allow more people, particularly the young generation, to learn about these colourful traditions, so that they in turn can pass this knowledge on to future generations and protect these historic events.

To portray how the Club has been a Force for Good over the years, the Club has adopted a creative approach to produce a new series of TV info-segments, distributed through multimedia channels and platforms such as TV, radio, print media, outdoor giant LED screens and social media networks between April and July this year. Celebrity Andy Lau not only played a key role in the ten episodes but also prepared ten pieces of this Chinese calligraphy in appreciation of the Club's dedication to the community. The series also exemplified the Club's commitment to nurturing creativity among the younger generation, as the episodes were produced by young members of Tin Shui Wai SkyHigh Creative Partners under the guidance of well-known local creative talents such as William Chang, Lin Xi, Chan Fai-young and Suzi Wong.

Ultimately, the driving force behind all these contributions is the Club's not-for-profit business model, which converts the public demand for

## 2012

Club provides funding of HK\$2 million to support four local activities that are being inscribed on to the third National List of Intangible Cultural Heritage in China  
馬會捐助二百萬港元予四項被列入第三批國家級非物質文化遺產的本地傳統活動

# Intangible Cultural Heritage Conservation

## 非物質文化遺產保育

gambling into community benefits. Unlike companies that need to pay annual dividends and keep a constant eye on the bottom line, the Club is able to take a much longer-term view, looking beyond what is good for the Club as an organisation, and trying to see how it can contribute to the long-term development of the community as a whole. In reality, the Club's "shareholders" are the entire population of Hong Kong.



1



2

Tai O Traditional Dragon Boat Water Parade  
大澳傳統龍舟遊涌

Yu Lan Ghost Festival of the Hong Kong Chiu Chow Community  
香港潮人盂蘭勝會

1,2 Photos courtesy of Hong Kong Heritage Museum 相片由香港文化博物館提供