



Helping build a better Hong Kong

致力建設更美好香港

*Enhancing residents'
quality of life continues
to be Club's imperative.*

馬會的首要任務，乃繼續提升
本港市民的生活質素。

Hong Kong has changed almost unrecognisably in the past few decades, and likewise so has the nature of many of the Jockey Club's community donations. Whereas 60 years ago, much of the focus was on helping to meet basic infrastructural needs for schools, clinics and recreational facilities as the city saw a massive population surge, today the Club is able to take a much longer-term approach, anticipating some of the challenges likely to be faced by future Hong Kong generations.

In addition, in today's more prosperous economic climate, the Club recognises that investment in software can be just as important as the funding of hardware projects, especially when it comes to such challenges as nurturing the younger generation, changing public perceptions of the elderly or promoting environmental awareness.

Yet the ultimate goal remains the same as it has always been – enhancing local residents' quality of life. As the Club approaches its 130th Anniversary, it remains more committed than ever to helping build a better Hong Kong for all.

香港經歷過往數十年的變遷，今昔社會面貌已截然不同，而馬會亦因時制宜，捐款支持不同類型的社區項目。六十年前，本港人口急速膨脹，因此，馬會的捐款主要用於修建學校、診所及康樂設施，以滿足市民對基礎設施的需求；時至今日，馬會更能夠未雨綢繆，採取較長遠的策略，裝備香港應付未來可預見的社會挑戰。

現今經濟環境較以往蓬勃不少，馬會亦意識到，要裝備香港，特別是培育年輕一代、改變大眾對長者的觀念及提升市民的環保意識，軟件投資與硬件資助同樣重要。

然而，馬會捐款的最終目的始終如一，就是提升本港市民的生活質素。隨著馬會邁向一百三十週年，我們將精益求精，加倍努力，為市民建設更美好香港。

Cadenza

流金頌

賽馬會長者計劃新里程
A Jockey Club Initiative for Seniors



Moreover the Club can now afford to spread its reach far more widely in line with the growing success of its sporting and betting operations – which, thanks to its not-for-profit business model, translate into ever-increasing returns for the community at large. Since the Government first allowed off-course betting in 1973, the Club's Charities Trust donations have grown from HK\$11 million a year to an average of HK\$1.6 billion a year in the past decade, further boosted by the introduction of legalised football betting in 2003. And last year, they soared to an unprecedented HK\$3.6 billion.

This means there are few areas of Hong Kong life today where the Jockey Club does not touch the lives of local citizens in some way or other. It is estimated that the 168 different charitable or community projects supported by the Charities Trust in 2013/14 will ultimately have an impact on some three-quarters of the local population.

In addition to its long-standing support for community services, education and training, medical and health projects, and sports, arts and culture, the Club is now putting increased focus on areas of community concern like the ageing population trend, environmental issues and heritage conservation – while never forgetting some of the social challenges that still exist like poverty alleviation.

It is also making a conscious effort to strengthen its partnerships with NGOs, district bodies and other community groups as a further means of widening the Trust's reach and ensuring that citizens in every corner of Hong Kong can benefit – young or old, able-bodied or disabled, and urban or rural dwellers.

In March, the Club announced the formation of the HKJC Community Partners Network, designed to take these important relationships a further step forward.

It initially covers eight social sectors – sports, arts and culture, education, youth, women's affairs, social services, rural affairs and environmental protection – and also involves the Club's own CARE Volunteer Team, which is actively involved in delivering the services alongside the partner organisations. A good example is the Elderly Visit Programme in Rural Villages, under which the CARE team is joining forces with volunteers from the Heung Yee Kuk for visits to the elderly in over 700 rural villages in the New Territories.



HK\$380 million

CADENZA project was proactively launched by the Club in 2006

二〇〇六年，馬會撥捐三億八千萬港元，主導推行「流金頌」計劃

此外，馬會的賽馬及博彩業務日益成功，透過非牟利營運模式，對整體社會的貢獻不斷增加，覆蓋更廣闊的社會層面。自政府於一九七三年批准馬會推出場外投注服務以來，馬會慈善信託基金的捐款由每年一千一百萬港元，增加至過去十年每年平均十六億港元。馬會於二〇〇三年推出合法足球博彩服務以來，捐款進一步攀升，直至去年，更創下新紀錄，達三十六億港元。

馬會的捐款如此巨大，所支持的項目涵蓋社會各個層面，故每名本港市民或多或少受惠於馬會的捐款項目。基金於二〇一三/一四年度支持一百六十八個不同慈善或社區項目，估計惠及約四分之三的香港市民。

馬會多年來資助的項目，主要集中於社會服務、教育培訓、醫藥衛生，以及體育、藝術與文化四大範疇。此外，馬會正加強對社會其他方面的支援，如人口老化問題、環境問題及古蹟保育等，同時繼續協助扶貧等固有的社會挑戰。

馬會亦特別加強與非政府機構、地區組織及其他社區團體的合作，進一步擴闊基金的資助領域，確保全港各個階層的市民，不論傷健長幼、居住地區，均能受惠。

馬會在三月宣佈推出全新「香港賽馬會社區夥伴計劃」，初步於體育、演藝文化、教育、青年、婦女

事務、社會服務、鄉事及環保八個社會範疇，進一步連結地區組織，並派出馬會義工隊成員，身體力行，聯同夥伴機構一同向有需要人士提供服務，包括「鄉郊長者探訪計劃」，由馬會義工聯同新界鄉議局義工，到本港七百多條新界鄉村探訪長者。

This is one of a number of Club initiatives aimed at addressing the challenges of Hong Kong's ageing population trend, which will see more and more elderly people living alone in the future as traditional family networks dissipate, and increasing pressure put on public healthcare resources.

The HK\$380 million CADENZA project was proactively launched by the Club's Charities Trust in 2006, with the support of academic institutions, Government departments and social welfare groups, to explore and pioneer new approaches to elderly care. It is an umbrella project covering a number of different initiatives such as training more local professionals in gerontology, organising professional symposiums to exchange local and international experience on the issue, changing perceptions of the elderly through public education programmes, and pioneering new service models to improve elderly care.

One particularly notable development has been the opening of a CADENZA Hub in Tai Po, which offers a wide range of primary healthcare services for elderly residents of the area under a single roof. Seen as a model that could be replicated in other districts, it not only promotes positive and healthy ageing, but also reduces the pressure on Hong Kong's public healthcare system.

More significantly still, the Club's Charities Trust has just agreed a huge HK\$1.3 billion donation to The Chinese University of Hong Kong to establish a teaching hospital on its campus in Sha Tin, which will specifically address the healthcare needs of the sandwich class and help shorten the waiting times for affordable in-patient services. The University will also set up and run an Institute of Ageing with the Club's support.

Another Trust-initiated umbrella project is addressing the challenges of environmental conservation, combining public education programmes with the practical exploration of new green initiatives – for example, the deployment of pioneering solar hybrid catamarans on the ferry service to the Club's Kau Sai Chau Public Golf Course. In December, a further initiative under the HK\$350 million Environment Project was the opening of the Jockey Club Museum of Climate Change at the Chinese University, the first of its kind in Hong Kong. Through more than 100 exhibits and collections of renowned local explorer Dr Rebecca Lee, it provides local residents with a vivid illustration of the effects of climate change, as well as its impacts on the earth, natural environment and human beings.

Last year the Charities Trust sponsored an RTHK-produced TV series called Nature and Man in One, looking at the relationship between human activity and environmental change in different parts of the world. To stimulate public interest, especially among students, the project also covered seminars, exhibitions and a short film competition.

「鄉郊長者探訪計劃」乃馬會支持的多項長者服務之一。鑑於本港人口漸趨老化，傳統家庭網絡瓦解，獨居長者的數目未來將日益增加，對公營醫療資源構成沉重壓力，故馬會支持多項長者服務，以應付社會需要。

二〇〇六年，馬會慈善信託基金撥捐三億八千萬港元，主導推行「流金頌」計劃，與學術機構、政府部門及社福團體合作，革新照顧長者的模式。計劃涵蓋一籃子活動，例如為更多本地從事護老工作之專職人士提供老年學教育、舉辦專題研討會供本地及海外專家分享交流護老工作經驗，透過公眾教育活動改變社會人士對長者的看法，以及推行多項試驗計劃以提高護老服務之水平。

「流金頌」計劃下的其中一項重點項目，乃於大埔設立「賽馬會流金匯」，為區內長者提供一站式基層健康支援服務，一方面推廣積極健康老年，另一方面減低長者對醫院服務的倚賴，為其他地區的長者醫療服務提供借鏡。

另一項更重要的項目，乃基金剛剛同意向香港中文大學（中大）捐款十三億港元，於其沙田校園內興建一所教學醫院，主要為夾心階層提供可負擔的醫療服務，縮短輪候時間。此外，在馬會的支持下，中大亦將成立「賽馬會老年學研究所」。

基金倡導的另一計劃，旨在宣揚環保，結合公眾教育活動與實用環保新措施。計劃推出了一籃子活動，例如率先引入太陽能及柴油混能環保船，提供往來賽馬會灣西洲公眾高爾夫球場的渡輪服務。此外，馬會多年前撥捐三億五千萬港元，推出「環保計劃」，在計劃下成立全港首間以氣候變化為主題的「賽馬會氣候變化博物館」，並於十二月隆重開幕。博物館位於中大校園內，透過百多件展品及本地著名探險家李樂詩博士的收藏品，將氣候變化對地球、大自然及人類生活所帶來的影響，生動呈現公眾眼前。

去年，基金贊助香港電台製作名為《天人合一》的電視節目，探討全球不同地區的人類活動與環境變化的關係。為喚起公眾興趣，特別是學生對環保議題的關注，馬會同時贊助相關研討會、展覽及短片拍攝比賽。



The Jockey Club Museum of Climate Change, funded by the Trust as part of its HK\$350 million Environment Project, gives local residents a vivid illustration of the effects of global warming.

馬會撥捐三億五千萬推行「環保計劃」，其轄下設立的「賽馬會氣候變化博物館」生動呈現氣候暖化的影響。

Heritage conservation is another issue that has attracted growing public interest in recent years, with many people worried that Hong Kong's unique history and traditions might be lost to future generations in the wake of rapid social changes. Aware of this concern, the Club has taken on the conservation and revitalisation of the former Central Police Station Compound, hoping to set the benchmark for excellence in the restoration, revitalisation and adaptive reuse of historic structures in Hong Kong, and to transform it into a leading cultural destination where heritage, contemporary art and leisure facilities are creatively integrated for all to enjoy. The rich heritage and art programmes will establish the CPS compound as an important part of the cultural life of Hong Kong people, helping to enrich people's lives and support the development of artistic talent in Hong Kong.



"If the Central Police Station Compound had to be demolished, a lot of people would feel sad, but the Club has taken the initiative to conserve it, which I definitely support. With the Club's help, we can conserve such heritage for future generations."

「如果真的要清拆中區警署，很多人都會很不捨；馬會積極保存它，我當然支持。有馬會的支持，我們才可以把這些文物一代一代承傳下去。」

Chung Yiu-cheong, Hong Kong taxi driver
香港的士司機鍾耀昌



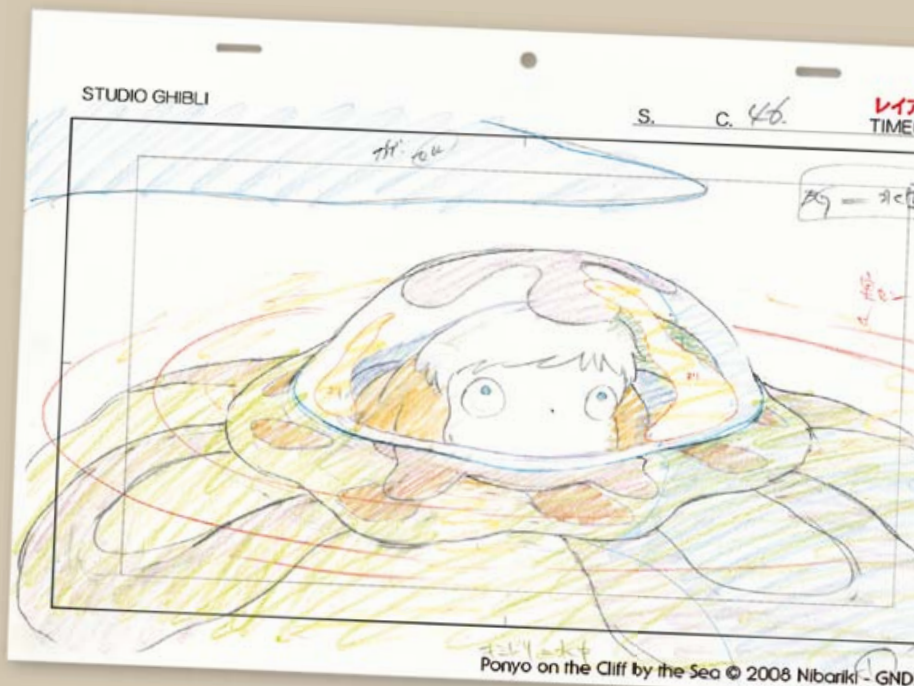
The 3.37-acre site includes 16 buildings of historical and architectural significance which are being faithfully restored, some dating back to the mid-19th century, together with two new buildings, which will be used for heritage, contemporary art and leisure activities.

Since 2010, the Trust has also been lending support to a number of local traditions that are inscribed on to China's National List of Intangible Cultural Heritage. To raise public awareness of the city's heritage and traditions among the younger generation, the Trust is also supporting a series of HAD (Heritage x Arts x Design) Walks in different districts of the city, all complemented by related workshops, educational activities and research.

Access to a wide range of cultural activities and the population's growing appreciation of them have long been a marker of a higher quality of life. Besides having sponsored the annual Hong Kong Arts Festival since the early 1970s, the Club has in recent years taken an active role in helping bring exhibitions of major international significance to Hong Kong. One of the major exhibitions staged in the past year under "The Hong Kong Jockey Club Series", the *Legends of the Giant Dinosaurs* exhibition which showcased more than 190 precious fossils and exhibits, attracted more than 770,000 visitors over its five-month run, smashing a number of records. It was the largest turnout to date for any exhibition at the Hong Kong Science Museum in its 23-year history, and the highest for any thematic exhibition run by the Government's Leisure and Cultural Services Department.

Other arts and cultural activities supported by the Trust over the past year range from an exhibition of one of the most valuable works of Italian baroque master painter Caravaggio to the Jockey Club Street Music Series, a 16-month citywide programme of concerts and workshops to encourage young people to participate in this *ad hoc* performance style.

Another marker of a society's growing development is its achievement of a better work-life balance and appreciation of the value of sporting activities in building a healthier, happier community. The Club has been a major sponsor of various local and international sporting events in Hong Kong in recent years for both able-bodied and disabled athletes, while its Kau Sai Chau Public Golf Course, opened in 1995, remains the city's only public golf facility, enjoyed each year by tens of thousands young and old.



Another exhibition in The Hong Kong Jockey Club Series proving very popular is Studio Ghibli: *Layout Designs: Understanding the Secrets of Takahata and Miyazaki Animation*.

「吉卜力工作室場面設計手稿展・高畑勲與宮崎駿動畫的秘密」是「香港賽馬會呈獻系列」另一大受歡迎的展覽。



Besides having sponsored the annual Hong Kong Arts Festival since the early 1970s, the Club has in recent years taken an active role in helping bring exhibitions of major international significance to Hong Kong, like the record-breaking *Legends of the Great Dinosaurs*, one of the three exhibitions under The Hong Kong Jockey Club Series.

自一九七〇年代初起，馬會每年均贊助「香港藝術節」，近年更積極將大型國際展覽帶到香港，創下最多人次參觀紀錄的「巨龍傳奇」便是「香港賽馬會呈獻系列」去年舉行的三項大型展覽之一。

The Club also sponsors Art Appreciation Programme under The Hong Kong Jockey Club Series for other local exhibitions of educational interest, for example *Ju Ming – Sculpting the Living World*.

「香港賽馬會呈獻系列」贊助的藝術共賞計劃，支持本地不同展覽舉行藝術教育活動，受惠展覽包括「刻畫人間——朱銘雕塑大展」。



Chief Secretary Carrie Lam (left) admires Caravaggio's masterpiece *Supper at Emmaus*, brought to Hong Kong with Club Charities Trust's support.

在馬會慈善信託基金捐款支持下，卡拉瓦喬的名畫《以馬忤斯的晚餐》獲安排來港展出，政務司司長林鄭月娥（左）在現場欣賞名作。

近年，大眾越來越關注文化保育，不少市民擔心香港社會變化急速，其獨特的歷史及傳統將會漸漸失傳。有鑑於此，馬會積極參與保育及活化中區警署建築群項目，期望為香港歷史建築的修復、活化、及再用訂立卓越的標準，並將中區警署建築群打造成主要結合文物、當代藝術和消閒設施的文化活動空間，供公眾使用。工程完成後，中區警署建築群將舉行各式各樣富文物保育元素及多姿多彩的藝術節目，成為港人文化生活的重要部分，支持本港藝術人才的發展，令市民過得更豐盛。

建築群佔地三點三七英畝，涵蓋十六幢具歷史價值的建築物，部分更可溯源至十九世紀中期。馬會的修復方案盡量保持建築物的原貌，工程完成後，建築群及新建的兩座建築物將作文物保育、當代藝術以及消閒活動之用。

同時，自二〇一〇年起，基金支持多項列入國家級非物質文化遺產的本地傳統活動，亦支持「港文化·港創意」計劃，在本港不同地區舉辦一系列活動，包括相關研討會和教育及研究活動，喚起年青一代對本港古蹟及傳統的興趣。

高質素生活的其中一項指標，乃社區文化活動豐富與否及市民大眾是否積極參與共賞。自一九七〇年代初起，馬會每年均贊助「香港藝術節」，近年更積極將大型國際展覽帶到香港，「巨龍傳奇」便是去年「香港賽馬會呈獻系列」舉行的三項大型展覽之一。「香港賽馬會呈獻系列—巨龍傳奇」展覽展出一百九十多件珍貴恐龍化石標本和展品，在五個月的展期內吸引逾七十七萬名人次參觀，打破多項紀錄，成為香港科學館開館二十三年來最多人次參觀的展覽，更是政府康樂及文化事務署舉辦的專題展覽中最受市民歡迎的一項。

過往數年，基金資助的其他藝術文化活動包括意大利巴洛克藝術大師卡拉瓦喬的名畫展覽，以至為期十六個月的「賽馬會街頭音樂系列」，於全港不同角落舉行音樂會及工作坊，鼓勵青年人參與即興街頭音樂表演。

城市發展的另一項指標，乃市民能否取得工作與生活平衡及政府是否積極推動市民參與體育活動，建立更健康快樂的社會。近年，馬會是香港多項本地及國際體育活動的主要贊助機構，所支持的活動涵蓋健全及傷殘運動員。同時，賽馬會溜西洲公眾高爾夫球場自一九九五年開幕，乃本港唯一的公眾高爾夫球設施，每年吸引數以萬計不同年齡的公眾人士享用。

The Club's collaboration with Manchester United is helping not only to elevate local youth football standard, but also to identify future leaders.

馬會與曼聯合作，不但提升本地青少年足球水平，同時有助培訓未來領袖。



In the past two years, the Club has also stepped up its support for local football in an effort to help raise the standards of the sport in Hong Kong. On the hardware side, it is supporting construction of the Jockey Club Kitchee Centre and the redevelopment of South China Athletic Association's football stadium and other sports facilities.

On the software side, it is sponsoring the long-standing Youth Football Development Programme with the aim of attracting more young people to take up the game and putting youth training on to a more systematic basis. The most talented performers now have a chance to hone their skills further at the Jockey Club Elite Youth Football Camp under the guidance of professional coaches from the Manchester United Soccer School, and perhaps even win the chance to train at the famous English club's own academy.

The Club's successful collaboration with Manchester United has also now been extended to a training programme in local secondary schools and the Jockey Club Youth Football Leadership Programme, which makes use of the discipline of sports training to identify and nurture future young community leaders.

Nurturing the young generation has long been seen by the Club as an important means of helping the city address its future challenges and building a better Hong Kong in the long-term. The Hong Kong Jockey Club Scholarship Scheme is unique in recognising tertiary students who not only show outstanding talent but also a strong commitment to community service. The Club has so far invested nearly HK\$200 million in the scheme since its launch in 1998, and a total of 406 students (281 local and 125 from the Mainland) have been awarded the scholarships of whom 306 have already graduated.



The Hong Kong Jockey Club Scholarship Scheme recognises commitment to community service as well as outstanding talent. 「香港賽馬會獎學金」得主皆學業成績優異及熱心參與社區服務。

The Club is also helping more local and overseas students to benefit from on-campus hostel accommodation during their tertiary education, believing that this helps them develop independence and fosters cross-cultural exchanges. All eight of the UGC-funded tertiary institutions have already benefited, as has the self-financing Hang Seng Management College. Three more local self-financing tertiary institutions have joined the list in recent months – Chu Hai College, Hong Kong College of Technology and The Open University of Hong Kong, for which the Trust is also funding the construction of new campuses.

Meanwhile, at the striking new Innovation Tower at Hong Kong Polytechnic University, partly funded by a Trust donation, the Club has set up the Jockey Club Design Institute for Social Innovation to provide a platform for the School of Design and other PolyU departments to create promising design ideas with innovative social elements, and develop them into projects and products that will be put into practice.

過往兩年，馬會亦加強對本地足球發展的支持，務求提升本地球壇水平。在硬件支援方面，馬會資助興建賽馬會傑志中心，並支持南華體育會足球場及其他設施的改善工程。

在軟件項目方面，馬會長期贊助「青少年足球發展計劃」，務求吸引更多青少年參與足球運動，並向他們提供較有系統的訓練；表現最佳的學員，更可參加「賽馬會青少年足球精英訓練營」，在曼聯足球學校專業教練的指導下，進一步提升技術，更有機會前往英國，在著名的曼聯青訓學院接受培訓。

馬會與曼聯的合作，更成功擴展至本地中學的足球培訓計劃，以及「賽馬會青少年足球領袖計劃」，透過嚴格的足球訓練，培訓有潛質的青少年成為明日的社會領袖。

馬會相信，要應付社會未來的挑戰，長遠而言建設更美好的香港，培育年青一代乃重要一環。因此，有別於其他獎學金，「香港賽馬會獎學金」的得獎大專學生不但學業成績優異，而且熱心參與社區服務。自一九九八年推出至今，馬會對獎學金計劃作出的撥款接近二億港元，合共有四百零六位同學獲得賽馬會獎學金，其中二百八十一位本地生，其餘一百二十五位內地學生，而當中有三百零六位得獎同學已修畢大學課程。

馬會亦為本地及海外大專學生，提供更多體驗舍堂生活的機會，助他們學習獨立，促進不同文化交流。受惠院校包括八間由大學教育資助委員會資助的專上學府和私立專上院校如恒生管理學院；最近數月，另外三間本地私立專上院校，包括珠海學院、香港專業進修學校及香港公開大學也受惠於馬會的捐款，獲基金資助興建新校舍。

除此之外，基金撥款資助香港理工大學（理大）賽馬會創新樓的部分興建費用，並成立賽馬會社會創新設計院。此幢嶄新大樓乃設計院的所在地，為理大設計學院及其他學系提供平台，創作出具有社會創新元素的设计意念及產品，並將之帶進社區。



Simulation training offered at the Hong Kong Jockey Club Innovative Learning Centre for Medicine will enable local healthcare professionals to deliver safer and higher quality patient care.

「賽馬會創新醫學模擬培訓中心」為本地醫護人員提供模擬訓練，有助提升醫療安全及質素。



At secondary school level, another successful project proactively initiated by the Club's Charities Trust is PATHS to Adulthood, which plays its own part in nurturing the next generation by helping junior secondary students face the challenges of adolescence and develop positive values.

The Club's support for training and education also extends into the medical field, where a major new Trust-funded project established last year was the Jockey Club Innovative Learning Centre for Medicine. Operated by the Hong Kong Academy of Medicine (HKAM) in collaboration with Harvard Medical School, this state-of-the-art new facility is providing scenario-based simulation equipment for local healthcare professionals, enabling them to deliver safer and higher quality patient care. It will also help establish Hong Kong as a regional hub for simulation-based medical training.

The Jockey Club's role in making possible this and other projects possible was perhaps summed up perfectly by HKAM President Dr Donald Li at the opening of the Learning Centre in December, when he expressed his thanks to the Charities Trust for its support. "I am sure the unique model of philanthropy by the Club will continue to benefit many different sectors of the people of Hong Kong," he commented.

Just the few examples mentioned here provide a vivid illustration of the wide reach of the Club's contributions to today's Hong Kong, benefiting the young and older generations alike, and preserving the city's history while preparing it for the challenges ahead. In one way or the other, the Club is indeed helping to build a better Hong Kong.

在中學層面，基金成功主導推行「共創成長路：賽馬會青少年培育計劃」，協助初中學生面對青春成長路上的挑戰及建立正面的價值觀，培育下一代健康成長。

馬會對教育培訓的支持更擴展至醫護界。基金去年其中一項主要資助項目為撥款予香港醫學專科學院，並在哈佛醫學院的協助下，成立全新「賽馬會創新醫學模擬培訓中心」。模擬培訓中心設有先進設施，模擬不同實景及病例，加強對本地醫護人員的培訓，提升醫療安全及質素，並將香港打造成亞洲區醫學模擬培訓的重地。

香港醫學專科學院主席李國棟醫生於十二月在模擬培訓中心開幕禮上，感謝基金對專科學院的支持，他表示：「我相信馬會這個獨特的行善模式，將會繼續讓更多不同階層人士受惠。」這句話，也許正能確切總結馬會在模擬培訓中心及其他項目所扮演的角色。

馬會資助的項目眾多，以上所列只是其中一少部分，具體展現馬會對現今香港社會作出的廣泛貢獻，惠及不同年代的本港市民。馬會在協助保存本港歷史的同時，裝備香港應付未來的挑戰，所作之善行均旨在建設更美好香港。



"The unique model of philanthropy by the Club will continue to benefit many different sectors."

「馬會這個獨特的行善模式，
將會繼續讓更多不同階層人士受惠。」

Dr Donald K T Li, SBS, JP, (right)
President, Hong Kong Academy of Medicine

李國棟醫生（右）
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