

# HKQAA 25th Anniversary Forum

## Improving Social Mobility – A Business Sector Perspective

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New World Development Company Limited

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**New World Development Company Limited**  
(Stock Code: 17.HK)

• HONG KONG PROPERTY  
Development & Investment



## Corporate Sustainability @New World

## New World Development Company Limited

### Vision

To **build a better society** through innovation and **sustainable growth**

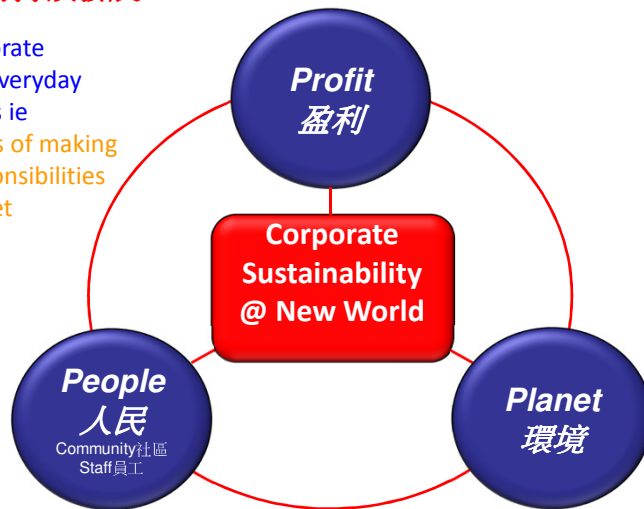
### Mission

- Pioneer urban living standard through the delivery of quality products
- Deliver superior customer services that win customers' trust
- Commit to long-term value creation for shareholders via distinguished leadership
- Nurture a professional and energetic staff force with commitment and pride
- **Care for the communities we serve and respect the environment we live in**

## Corporate Sustainability @ New World

### 新世界的企業可持續發展

Incorporating corporate sustainability into everyday business operations ie balancing the needs of making profit and our responsibilities to people and planet



## Mission Statement for Social Responsibility

We treasure **equal opportunities** for all people in our society. Aiming to **create a harmonized society**, we strive to **improve social mobility** for the **under-resourced** community through our corporate sustainability initiatives.

### Focus Areas

- Child and youth development
- Sports
- Art & culture

## Background - New World Harbour Race




香港業餘游泳總會  
Hong Kong Amateur Swimming Association











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## What is the Social Issue?

Last Update : 15 November 2014

BOYS A GRADE (under 19) Best Time & New Record				
Event	Record	Year	Holder	School
50m Free Style	24.24	2013-2014	Ko Ka Chun	Diocesan Boys' School
100m Free Style	52.84	2014-2015	Chan Chun Hei	Diocesan Boys' School
200m Free Style	1:55.89	2014-2015	Chan Chun Hei	Diocesan Boys' School
50m Back Stroke	26.51	2014-2015	Lau Shiu Yue	Diocesan Boys' School
100m Back Stroke	58.26	2014-2015	Lau Shiu Yue	Diocesan Boys' School
50m Breast Stroke	30.03	2014-2015	Tam Ka Ming	Diocesan Boys' School
100m Breast Stroke	1:06.19	2013-2014	Choi Shing Tung Sutton	Diocesan Boys' School
200m Breast Stroke	2:19.73	2013-2014	Choi Shing Tung Sutton	Diocesan Boys' School
50m Butterfly	25.00	2014-2015	Ho Tin Long	Diocesan Boys' School
200m Individual Medley	2:09.55	2014-2015	Ng Yan Kin	Diocesan Boys' School
4x50m Medley Relay	1:45.85	2014-2015	Lau Shiu Yue Ng Yan Kin Ho Tin Long Chan Chun Hei	Diocesan Boys' School
4x50m Free Style Relay	1:36.48	2013-2014	Siu Shing Sang Samson Au Tsz Ho Michael Leung Shing Him Ko Ka Chun	Diocesan Boys' School


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## What is the Social Issue?

### GIRLS A GRADE (under 19) Best Time & New Record

Event	Record	Year	Holder	School
50m Free Style	26.40	2014-2015	Tsang Tsz Kiu	Heep Yunn School
100m Free Style	58.15	2014-2015	Tam Hoi Lam	Diocesan Girls' School
200m Free Style	2:08.55	2013-2014	Wong Yee Ching	Diocesan Girls' School
50m Back Stroke	30.10	2014-2015	Lau Sze Wing	Diocesan Girls' School
100m Back Stroke	1:05.41	2013-2014	Wong Toto Kwan To	Diocesan Girls' School
50m Breast Stroke	32.69	2013-2014	Yeung Jamie Zhen Mei	Hong Kong International School
100m Breast Stroke	1:11.31	2014-2015	Yeung Jamie Zhen Mei	Hong Kong International School
200m Breast Stroke	2:42.83	2014-2015	To Long Yan Esther	Heep Yunn School
50m Butterfly	28.22	2014-2015	Tam Hoi Lam	Diocesan Girls' School
200m Individual Medley	2:17.58	2013-2014	Haughey Siobhan Bernadette	St. Paul's Secondary School
4x50m Medley Relay	1:59.27	2013-2014	Wong ToTo Kwan To Ip Rainbow Wong Yee Ching Leung Ya Ting Noel	Diocesan Girls' School
4x50m Free Style Relay	1:50.45	2013-2014	To Long Yan Esther Mak Chung Yee Kan Tsz Yiu Tsang Tsz Kiu	Heep Yunn School

[http://www.hkssf-hk.org.hk/hk/sec/events/swimming/sw\\_records.htm](http://www.hkssf-hk.org.hk/hk/sec/events/swimming/sw_records.htm)

## Sustainable Community Programme

## New World Springboard



- long-term support to **under-resourced youth**, enabling them to unleash their potential
- **five to seven years of professional training**
- discovering new sports talents for Hong Kong
- aims to help the youth develop a **positive outlook** on life and learn to **embrace challenges** with an indomitable spirit
- to improve the **social mobility** of under-resourced youths in our society

## New World Springboard sustainable community programme

- New World Swimming Academy
- New World Basketball League
- Mentorship programme
- Parent Club



## Activities for Students

## New World Swimming Academy



- Lessons started in July 2012
- 250 students in 3 districts (Tung Chung, Shum Shui Po & Tuen Mun)
- NGO partners responsible for recruitment



香港業餘游泳總會  
Hong Kong Amateur Swimming Association

## New World Basketball League



- Lessons started in Jan 2013
- 150 students in 5 districts (Tung Chung, Shum Shui Po, Kwai Tsing, Kwun Tong and Tin Shui Wai)
- NGO partners responsible for recruitment



## Sharing by Successful Athletes

**Objective: To inspire students with sharing by athletes regarding the hard work required to become a successful athlete**

- Luo Xuejuan – Olympic Gold Medalist
- Jeremy Lin – NBA player
- So Wah Wai – Paralympic Gold Medalist





## Welcome Party

Objective: First activity for students to meet mentors



## Education Visit to Ocean Park

Objective: Special tours for students to visit behind the stage were organised to increase their understanding of marine conservation



## Bus Depot Visit

Objective: To broaden the horizon of the students where their extra curricular activities are usually limited to the areas where they live.



## 2013 Summer Trip to visit Jeremy Lin Training Camp in Beijing

Objective: To broaden the horizon of the students where their extra curricular activities are usually limited to the areas where they live.



### Inter-districts Basketball Competitions

Objective: To provide an opportunity for students to benchmark their skills where they are usually trained with 30 students in their own districts.



### New World Springboard Swimming Championships

Objective: To provide an opportunity for students to participate in competition which will help to improve their skills.



## Participate and Visit New World Harbour Race

Objective: To provide an opportunity for students to participate and visit international sporting event.



## Mentorship Programme

## Mentorship Programme



### Mentors

- Encourage students to unleash their true potential
- Enlarge social circles of the students
- Inject positive attitudes to students



## 1 on 1 Mentorship – Dialogue in the Dark

Objective: Relationship building between mentors and mentees.



## Training of mentors

Objective: For mentors to improve understanding and have better communication with under-resourced youths.



## Mentors Team Building

Objective: Relationship building between mentors.



## Activities for Parent Club

### Cultural Visits – Performance by Hong Kong Dance Company

**Objective: To provide an opportunity for art appreciation for parents where they do not usually have the resources to do so.**



## Visit to Hong Kong Book Fair

Objective: To provide an educational activity for parents and their children where they do not usually have the resources to do so.



## Trainings by Educator and Social Worker

Objective: To provide parenting training to parents from under-resourced community where they some times lack the know-how.

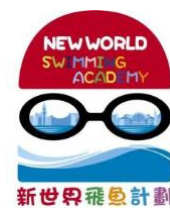




## Highlights of New World Springboard

## New World Springboard sustainable community programme

- Operating in **six districts** with large numbers of under-resourced families
- Serving nearly **400 students**
- Over **18,000 hours** of basketball training
- Over **52,000 hours** of swimming training
- Working with over **10 NGOs**
- Over **440 mentors** from New World Group Staff and family members



As of 30 June 2014



## Positive feedbacks from mentors



姐姐易駿 (左) 帶同妹妹易敏一起擔任導師

姐姐易駿：「以前參加義工活動多數是一次性的，每次服務對象都不同，但『飛躍新世界』師友計劃的服務對象是固定的，加上服務年期長達一至兩年，故希望能真正用多點時間去了解和聆聽，幫助有需要的家庭。」

陪同姐姐一齊參加導師的易敏，習老師，對教導小朋友擁有豐富專小朋友必需先投其所好，找出例如他們喜歡韓國文化，我便會料，發掘這方面的知識，平時我流文化和體育運動等話題，了解的心態，有助我更容易跟他們打



的人生態度，所以我認為師友計劃確實為小朋友的成長帶來很多正面的影響。」

「透過今次暢遊巴士廠的活動，讓小朋友認識車廠的日常運作，並聆聽我們講解各種設施的環保效能，令他們擴展視野之餘，作為師友也獲益匪淺。而參與過程最別開生面的必定是乘坐巴士穿越洗車機，那一刻小朋友的臉上充滿了興奮的笑容，歡欣雀躍之情溢於言表，師友計劃的服務特點是其持續性，讓我們與小朋友長期建立良好的友伴關係，在群體活動中，幫助他們學習與人融洽相處、建立正面的價值觀和培養積極



『飛躍新世界』計劃很有延續性，學員以至師友都努力學習和成長，是我參加這個師友計劃的最大得著，我希望可以憑著自己的親身體驗，呼籲更多同事加入成為師友。這次『師友大步走！』的活動內容互動有趣，加深了我與組員之間的了解及彼此間的聯繫，在各組員的努力下，最終一起完成目標，對師友們日後共同於活動中照顧學員很有幫助。



### 為學員帶來正能量

很高興加入了「飛躍新世界」師友計劃，並進階成為一對一師友。一對一師友計劃的活動讓我可以慢慢了解自己的學員，逐步加深認識。計劃一直給予我們極大的支援及協助，我希望自己可以為我的學員帶來更多正能量，引導他成為一個更正面愉快的人。

## Positive Feedbacks from NGOs

### 張達昌高級經理

合作社總機構 - 聖雅各福群會



「飛躍新世界」師友計劃中，做導師的可擔當某些角色，例如學員的指導者、輔助者或朋友。在師友關係中發揮不同作用，在社交、專業及學術領域上為學員作出適當指導；導師亦可擔任教練的角色，對學員未來發展方面提供意見，更可以訓練學員信心、承擔感及人際關係等。以2013年1月12日舉辦的迎新日為例，有些住得夠遠的學員，從未踏足過科學園，當日的短線可以讓他們擴展眼界。而且小朋友日常生活圈子較窄，所接觸的多是老師或家長，我希望小朋友能透過「飛躍新世界」師友計劃，與大哥哥大姐姐建立長遠的師友關係，希望對小朋友未來成長過程中得到幫助。



### 陳烈輝

地區督導主任 (葵涌及青衣區)  
香港遊樂場協會

「飛躍新世界」令社區一眾來自低收入家庭的兒童有一個寶貴的機會去接受正統運動訓練，多元化的配套計劃，更可擴闊他們的視野，此計劃無疑是一條堅實而寬敞的橋樑去連接本地良心企業和受惠者。

### 施麗珊社區組織幹事

合作社總機構 - 香港社區組織協會

社區中心裡的小朋友對「新世界飛魚計劃」都非常踴躍參與，我們在揀選小朋友時，首先考慮家庭經濟或資源有困難的小朋友，希望他們能透過計劃發展潛能及幫助鍛鍊身體，發展個人興趣。

## Case Study

- Joined 2 years ago with no swimming abilities
- 8 hours intensive trainings / week
- Good results in school and district competitions
- Improved health conditions
- Improved concentrations
- Improved academic results



## Win-Win-Win Model of New World Springboard Sustainable Community Programme

- NGO / Community / Business
- Win / Win / Win

- ✓ NGOs
  - Receive resources to service their users
- ✓ Community
  - Receive long term support for an opportunity to improve social mobility
- ✓ Business
  - Address social issues in the community we operate
  - Engage staff through mentorship programme

Thank you!