HONG KONG JUNIOR CHAMBER

AWARD BID BOOK

Name of NOM

Hong Kong Junior Chamber

Name of Award Group

II.10 Public Relations Award

Year of Congress

1998 Manila World Congress

ENTRY FORM

Junior Chamber International

GROUP III ENTRY FORM

AWARDS FOR CHAPTERS

INSTRUCTIONS:

- Refer to the Awards Manual.
- Complete this form and attach five copies to your scrapbook as instructed in the Awards Manual.
- Attachments to this form are not permitted.
- Any financial information must be accompanied by the exchange rate into United States dollars (US$) at the date of completion of this entry form.
- Scrapbooks for Group III Awards are restricted to 30 pages.
- Please include a photograph relevant to the project or activity described in the entry form.

NATIONAL ORGANIZATION: HONG KONG JUNIOR CHAMBER

CERTIFICATION OF NATIONAL PRESIDENT:

I hereby certify that the information in this entry form is true to the best of my knowledge.

Signature: _____ Date: 15th May 2002

Name (print): SENATOR TONY CHAN

AWARD NUMBER:	NAME, ADDRESS, FAX NUMBER AND E-MAIL OF SUBMITTING CHAPTER:
III.C.5.1	**Victoria Junior Chamber**
AWARD NAME:	**1/F, 60 Bonham Strand East, Sheung Wan, Hong Kong**
	Fax: 852-25436271

NATIONAL ORGANIZATION: HONG KONG JUNIOR CHAMBER

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III.C.5.1	**Victoria Junior Chamber**
AWARD NAME:	**1/F, 60 Bonham Strand East, Sheung Wan, Hong Kong**
Public Relations Award	**Fax: 852-25436271**

CURRENT NUMBER OF CHAPTER MEMBERS:	**PERCENTAGE OF MEMBER PARTICIPATION IN THE PROJECT:**	**CITY POPULATION:**
53	**56.60%**	**6,800,000**

NAME OF CHAPTER PRESIDENT (Print):

BENNY LAM

SIGNATURE OF CHAPTER PRESIDENT:

NAME OF THE PROJECT OR ACTIVITY: Series of Grandparents' Day

DESCRIPTION OF PROJECT OR ACTIVITY:
Series of Grandparents Day is a Public Relations and Community Development Project, which passed through 5 steps of Community Development Cycle, and was promoted and *broadcasted by Cable T.V., Asia T.V.. Radio Hong Kong. Guests included Legislative Councilor* Mr. Fund Kim Kei *& District Councilor* Ms. Tsoi So Yuk.
The Series of Grandparents Day consists of: Heartfelt Bookmark Design Competition, Promotion Campaign, Warmth Visit to North District Hospital, Grandparents Day cum Award Presentation 2001 & Flower Show cum Vegetarian Feast for the Elderly.

NAME OF THE CHAPTER: Victoria Junior Chamber

NAME OF NATIONAL ORGANIZATION: Hong Kong Junior Chamber

PLAN OF ACTION SUMMARIZED:

OBJECTIVES	ACTIONS TAKEN	RESULTS ACHIEVED
*To improve the relationship between different generations *To encourage pupils' creativity *To recognize past contribution to the senior citizens *To advocate public to develop kids' talents *To promote Chinese culture *To help government promote the life-long learning *To promote Emergency Alarm Service to the Senior Citizens, the image of Victoria Junior Chamber, JC's opportunities & recruit new perspective members	*Heartfelt Bookmark Design Competition *Promotion Campaign *Warmth Visit to North District Hospital *Grandparents' Day cum Award Presentation *Flower Show cum Vegetarian Feast for the Elderly	◆ Over 800 newly designed bookmarks were received. ◆ Widely reported and broadcasted by Asia TV,. Cable T.V., Radio Hong Kong and the newspapers. ◆ Fully supported by Legislative Councilor & District Councilor ◆ Achieve all preset objectives

BRIEF STATEMENT ON BENEFITS OF THE PROJECT OR ACTIVITY:
Benefits: Senior Citizens are more extrovert & participating to the voluntary services and concern more on the community. Improved families relationship . Parents concern the development of Kids' Talents & Creativity.

RECOMMENADTIONS:
Grandparents Day Series is not only an entertainment project to the public, but also encourage harmony amongst families members, recognize past effort and contribution to the elderly, and encourage them to participate more on community and voluntary services, enrich the lives of the elderly, advocate life-long learning, and promote JC's opportunities and Image,

BEGINNING DATE:	ENDING DATE:	NUMBER OF COMMITTEE MEMBERS:	NUMBER OF OTHER VOLUNTEERS:
May 24,2001	April 28, 2002	30	20
TOTAL POJECTED INCOME IN	**TOTAL ACTUAL INCOME IN**	**TOTAL PROJECTED EXPENDITURE IN**	**TOTAL ACTUAL EXPENDITURE IN**
US$: 5,654.00	US$: 7,498.00	US$: 5,654.00	US$: 6,018.00

Membership Participation

Members & Perspective Members

The Series of Grandparents Day Project not only get the support from members, and also help recruit new perspective members



Members and perspective members attended and participate afternoon session of Flower Show cum Vegetarian Feast in Shum Shui Po Community Hall

Team Spirit can be shown through our members Participation





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Overall Favorable Public Impact

Readership, Viewership, No. of Audiences & Participants



維多利亞青年商會2001年度就職典禮特刊　香港經濟日報　2002年1月25日　星期五

維多利亞青年商會2002年度就職典禮 特刊

Victoria JC 2002

website: http://www.vjc.org.hk　Tel: 2874 7227　Fax: 2837 3038　香港上環文咸東街60號金閣大廈1字樓



立法會議員
譚耀宗

主禮嘉賓致辭

維多利亞青年商會長期致力於青年領袖的培育工作，鼓勵青年才俊積極服務大眾社群，國際及商業等方面的發展機會，為社會培育種種之才，商會更力圖展各類領袖培訓及研討活動，支持及鼓勵青年才俊投入公益服務，加強國際交流，促進掌握社會脈搏，關懷國際視野，商會熱心服務社群，讓辦各類社區服務計劃，區民福祉社群一關懷長者，對促進社區的和諧，建樂良多，成績超卓。

本人謹祝商會首長與理，蒸蒸日上！



維多利亞青年商會
會長
林君豪

會長獻辭

本人非常榮幸獲選會員的支持，當選為二零零二年維多利亞青年商會會長。自一九九六年成為會員之後，青年商會給我帶來很多寶貴的經驗和見識，我希望也我架構的經驗與其他會員分享，接受挑戰，帶領本會再創高峰。

維多利亞青年商會為香港青年商會轄下歷史最悠久的分會，五十二年以來，本會舉辦多少工作計劃及活動，為會員提供個人發展，社會發展，商務發展及國際事務四大發展機會，以達至「服務社會」的目標，本會實事求是的「國際工作計劃」和「領袖培訓」及「國際兒童高峰會」亦獲得社會人士廣泛的認許。

今年，本會定上述四大發展機會方面均有重點計劃，青年商會是一個非牟利的國際性組織，會員能發揮青商精神的場所，因第地才能發展出對會提供一系列的課程及活動，希望透過不同類型活動，為會員提供多方面的機會，培養其成為明日領袖，為社會作出貢獻。

在社會發展方面，本會將繼續舉辦「領父母節」活動，定立每年十月第二個星期日為領父母節，透過一連串的活動，到領老人家家，花片贈贈，探訪等，將尊敬長者，孝敬老人的精神推廣至社會每一個角，另外，本會會見社會上處境弱勢的團體及組織，尤其是青少年，因此將於暑假舉辦「對抗毒品領袖營」及聖誕活動，希望以基礎輕鬆的形式，將不要毒品的訊息帶給各社會人士，

在商務發展方面，本會將配合總會提倡企業精神的目標，舉辦有關講座及活動，並聯商務發展，與香港國際及青年事務方面，本會計劃的「國際兒童高峰會」將於本港舉行，邀請美國、日本、巴西、台灣等地兒童來港作交流，從而認識中國文化，促進各地的友誼。

引領我們向前邁進的青商信條為：「我將榮譽，服務真理以使人類的生命具有意義的目的；人類的福望精神使有領域的開發；經濟上的公平應由自由的人士通過自由企業的途徑實現之；健全的組織應建立在法治的精神上；人格是世界上最大的寶藏，服務人群是人生最崇高的工作。」



香港青年商會
總會會長
陳國民榮譽銜

總會會長獻辭

青年商會透過「服務社會，訓練自己」的過程，為年青人提供培育領導和學習的機會，每年都有很多新的會員加入青商大家庭，為社會帶來新的活力。

維多利亞分會為香港青年商會轄下十八分會之一，雖然規模不大，但積極參與各項總會的工作計劃，為社會發展做出了很大的努力，成績斐然，當中更以「領父母節」，連續五年，榮獲為入圍熱選。

踏進五十二載的會務發展，當中仍須面對不少考驗和困難，仍不斷在社會上回報的作出貢獻，並積極擴展青商運動，實在值得表揚。

本年度，維多利亞分會將致力為年青人提供更多的培訓機會，正好配合香港青年商會本年度的發展專題：「Entrepreneurship For Positive Change」，推善提倡企業領袖精神，以各項的工作計劃，鼓舞年青新一代的領導力，我們希望不論是青商會友，大眾

維多利亞青年商會
永遠榮譽會長
李柯生太平紳士

永遠榮譽會長賀辭

Each year a new Board of Directors takes office in the tradition of the Jaycee Movement throughout the world. It is the same here.

I congratulate the new President Benny, Officers and Directors and wish them every success in all they do to promote the organization and extend its service to the community.

The Chamber has gone forward over the years since its formation just half-a-century ago and it is the hope of former [illegible] infallingly

Highlights

website: http://www.vjc.org.hk Tel: 2874 7227 Fax: 2837 3038 香港上環文咸東街60號金閣大廈1字樓



立法會議員
譚耀宗

主禮嘉賓賀辭

維多利亞青年商會會員單位之於青年發展的培育工作，提供青年才俊拓展個人、社群、國際及商業等方面的發展機會，為社會培育種種之才，商會努力開展各類策劃和活動及研討活動，支持及鼓勵青年才俊投入公益服務，加強國際交流，促進緊密社會關係，擴闊國際視野，商會熱心服務社群，舉辦各類社區服務計劃，促進團結社群，關懷長者，對促進社區和諧，建樹良多，成績卓著。

本人謹祝商會會務興隆，蒸蒸日上！



維多利亞青年商會
會長
林君雄

會長獻辭

本人感謝單位會員的支持，並獲為二零零二年維多利亞青年商會會長。自一九九六年成為會員之後，青年商會給我帶來很多寶貴的經驗和見識，我希望把我累積的經驗與其他會員分享，並受挑戰，帶領本會再創高峰。

維多利亞青年商會為香港青年商會轄下歷史最悠久的分會，五十二年以來，本會積極參與社會公益服務，以達至「關懷社區，服務社會」的目標。本會將原有的主辦工作計劃，如「親父母節」及「國際兒童高峰會」，並開拓社會人士廣泛的關許。

今年，本會在上述四大發展機會方面均有重點計劃。青年商會是一個非牟利的國際性訓練組織，會員是發揚青商精神的動脈，商會給予會員很多機會，商會給予會員很多方面的發展，培養出成為領袖領導人材，為社會作出貢獻。

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在商務發展方面，本會將配合總會提倡企業精神的口號，舉辦相關講座及活動，推動商務發展。而在國際及青年事務方面，本會計劃辦「國際兒童高峰會」，與姊妹港埠，柬埔寨、日本、巴西、台灣等地兒童來港作交流，並與記憶中國文化，投資各地的旅遊。



香港青年商會
總會會長
陳國民會議員

總會會長獻辭



維多利亞青年商會
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The Chamber has gone forward over the years since its formation just half-a-century ago and it is the hope of former





Highlights

- ***900,000*** newspapers viewers read our inauguration news and Community Development news.
- ***750,000*** T.V. viewers watched IPP Jimmy Bonds Lam interview & TV broadcast on our Flower Show cum Vegetarian Feast for the Elderly
- Around ***250,000*** radio listeners listened President Benny Lam interview & promotion of Flower Show cum Vegetarian Feast for the Elderly
- Over ***20,000*** passes-by watches and participated the Grandparents Day 2001 cum Award Presentation



Overall Favorable Public Impact

Bridges amongst councilors. JC and public

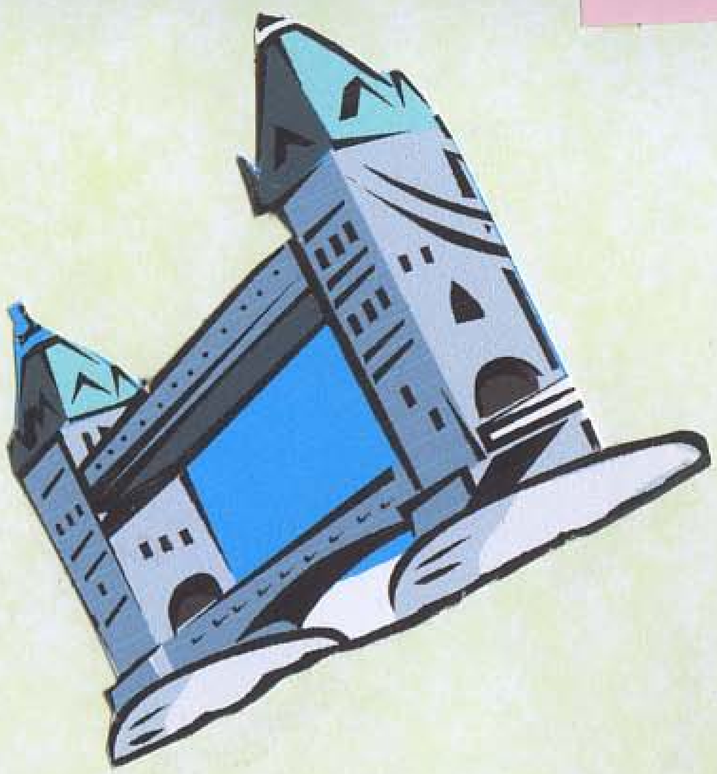


Junior Chamber





Junior Chamber







Public





Legislative Councilor & District Councilor

有線電視

經濟日報

ECONOMIC DAILY

ATV

Overall Favorable Public Impact

Understanding our own culture & customs

Through the Program of Grandparents Day cum Award Presentation and the dressing codes, public can understand more about our own culture and customs,



Why were they dressing like kids in Ching Dynasty?
It's because they are promoting tradition Chinese culture.





Why were they dressing like kids in Ching Dynasty?
It's because they are promoting tradition Chinese culture.



Chinese operas Performance in Grandparents Day cum Award Presentation



Little girls performed tradition Chinese dances.



Actors dressed as emperors and answered Chinese history's questions with the awardees.

Overall Favorable Public Impact

Appreciate the contribution of Grandparents & Senior Citizens

Grandparents Day recognized senior citizens' contribution in family, Community, Voluntary Services and etc.



Why do you nominate your grandparents to be the outstanding grandparents?



Why do you nominate your grandparents to be the outstanding grandparents?



Would you mind sharing your experience to live with your son-in-law and grandchildren?

Overall Favorable Public Impact

Recognize Outstanding Grandparents & Motivate Them To Serve For Community

Reasons For Outstanding Grandparents To Get the Award

第十二屆模範祖父母選舉



Reasons why Mr. Lai Chun Wah get the Golden award

- **Make emphasis on harmony & relationship with children & grandchildren**
- **Friendly to next generations**
- **Reasonable**
- **Take the responsibility when he does something wrong**
- **Engage in voluntary services**
- **Tuitor of disabled and low Intelligent Quotients persons**
- **Visit the Home of Elderly**

金獎：賴松華先生 71歲



- something wrong
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第十二屆模範祖父母選舉



Reasons why Mr. Ling Tak Kei get the Silver Award

- Extrovert
- Harmony with different generations
- Stress politeness & growth of intrinsic value
- Cook to his grandchildren
- Engage in Voluntary Service
- Help neighbor and elderly to repair furniture & fixture

銀獎：凌德機先生 68歲

Overall Favorable Public Impact

Enriches Life Style of the Elderly

Through Plantation, dancing, participating social events and learning Information Technology, the life of senior citizens are enriched.



Lives are enriched through learning Computer.



Lives are enriched through learning Computer.



Simple exercise and dances can help the circulation of the body and make the elderly healthier.



Young grandmother is satisfied on the flowers that she has bought

Junior Chamber International

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III.C.5.1 **AWARD NAME:** **Public Relations Award**	**Victoria Junior Chamber** **1/F, 60 Bonham Strand East, Sheung Wan, Hong Kong** **Fax: 852-25436271**

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BENNY LAM

SIGNATURE OF CHAPTER PRESIDENT:

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Junior Chamber International

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CURRENT NUMBER OF CHAPTER MEMBERS:	**PERCENTAGE OF MEMBER PARTICIPATION IN THE PROJECT:**	**CITY POPULATION:**
53	**56.60%**	**6,800,000**

NAME OF CHAPTER PRESIDENT (Print):

BENNY LAM

SIGNATURE OF CHAPTER PRESIDENT:

NAME OF THE PROJECT OR ACTIVITY: Series of Grandparents' Day

DESCRIPTION OF PROJECT OR ACTIVITY:
Series of Grandparents Day is a Public Relations and Community Development Project, which passed through 5 steps of Community Development Cycle, and was promoted and *broadcasted by Cable T.V., Asia T.V.. Radio Hong Kong. Guests included Legislative Councilor* Mr. Fund Kim Kei *& District Councilor* Ms. Tsoi So Yuk.
The Series of Grandparents Day consists of: Heartfelt Bookmark Design Competition, Promotion Campaign, Warmth Visit to North District Hospital, Grandparents Day cum Award Presentation 2001 & Flower Show cum Vegetarian Feast for the Elderly.

NAME OF THE CHAPTER: Victoria Junior Chamber

NAME OF NATIONAL ORGANIZATION: Hong Kong Junior Chamber

PLAN OF ACTION SUMMARIZED:

OBJECTIVES	ACTIONS TAKEN	RESULTS ACHIEVED
*To improve the relationship between different generations *To encourage pupils' creativity *To recognize past contribution to the senior citizens *To advocate public to develop kids' talents *To promote Chinese culture *To help government promote the life-long learning *To promote Emergency Alarm Service to the Senior Citizens, the image of Victoria Junior Chamber, JC's opportunities & recruit new perspective members	*Heartfelt Bookmark Design Competition *Promotion Campaign *Warmth Visit to North District Hospital *Grandparents' Day cum Award Presentation *Flower Show cum Vegetarian Feast for the Elderly	◆ Over 800 newly designed bookmarks were received. ◆ Widely reported and broadcasted by Asia TV,. Cable T.V., Radio Hong Kong and the newspapers. ◆ Fully supported by Legislative Councilor & District Councilor ◆ Achieve all preset objectives

BRIEF STATEMENT ON BENEFITS OF THE PROJECT OR ACTIVITY:
Benefits: Senior Citizens are more extrovert & participating to the voluntary services and concern more on the community. Improved families relationship . Parents concern the development of Kids' Talents & Creativity.

RECOMMENADTIONS:
Grandparents Day Series is not only an entertainment project to the public, but also encourage harmony amongst families members, recognize past effort and contribution to the elderly, and encourage them to participate more on community and voluntary services, enrich the lives of the elderly, advocate life-long learning, and promote JC's opportunities and Image,

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May 24,2001	April 28, 2002	30	20
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US$: 5,654.00	US$: 7,498.00	US$: 5,654.00	US$: 6,018.00

Overall Favorable Public Impact

Let The Senior Citizen Know How To Use Emergency Alarm Service

Making use of this Emergency Alarm Services,
You can get help when you are needed.

Junior Chamber International

GROUP III ENTRY FORM

AWARDS FOR CHAPTERS

INSTRUCTIONS:

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NATIONAL ORGANIZATION:

CERTIFICATION OF NATIONAL PRESIDENT:

I hereby certify that the information in this entry form is true to the best of my knowledge.

Signature: _____ Date: 15th May 2002

Name (print): SENATOR TONY CHAN

AWARD NUMBER:	NAME, ADDRESS, FAX NUMBER AND E-MAIL OF SUBMITTING CHAPTER:
III.C.5.1 **AWARD NAME:** **Public Relations Award**	**Victoria Junior Chamber** **1/F, 60 Bonham Strand East, Sheung Wan, Hong Kong** **Fax: 852-25436271**

CURRENT NUMBER OF CHAPTER MEMBERS:	**PERCENTAGE OF MEMBER PARTICIPATION IN THE PROJECT:**	**CITY POPULATION:**
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SIGNATURE OF CHAPTER PRESIDENT:

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Junior Chamber International

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CURRENT NUMBER OF CHAPTER MEMBERS:	**PERCENTAGE OF MEMBER PARTICIPATION IN THE PROJECT:**	**CITY POPULATION:**
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BENNY LAM

SIGNATURE OF CHAPTER PRESIDENT:

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NAME OF THE CHAPTER: Victoria Junior Chamber

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OBJECTIVES	ACTIONS TAKEN	RESULTS ACHIEVED
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Junior Chamber International

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NATIONAL ORGANIZATION: HONG KONG JUNIOR CHAMBER

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Junior Chamber International

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Overall Favorable Public Impact

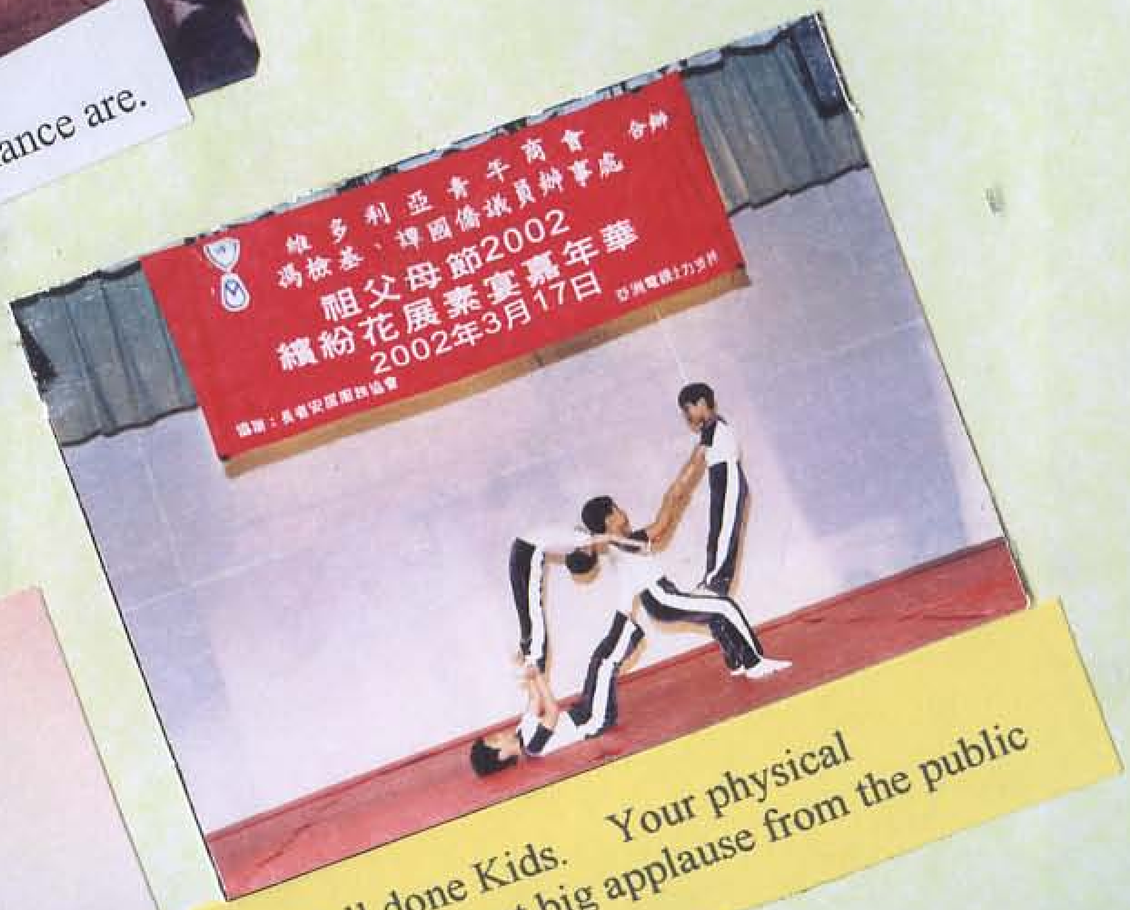
Arouse Public Awareness On Development Of Kids' Talents

Practice makes perfect. Public performance can build up their confidence and help their development of skills and talents such as:

- **Dance**
- **Physical Flexibility**
- **Health Development**
- **Public Speaking**
- **Design and Sense of Art**



You see. How well the kids' dancing performance are.



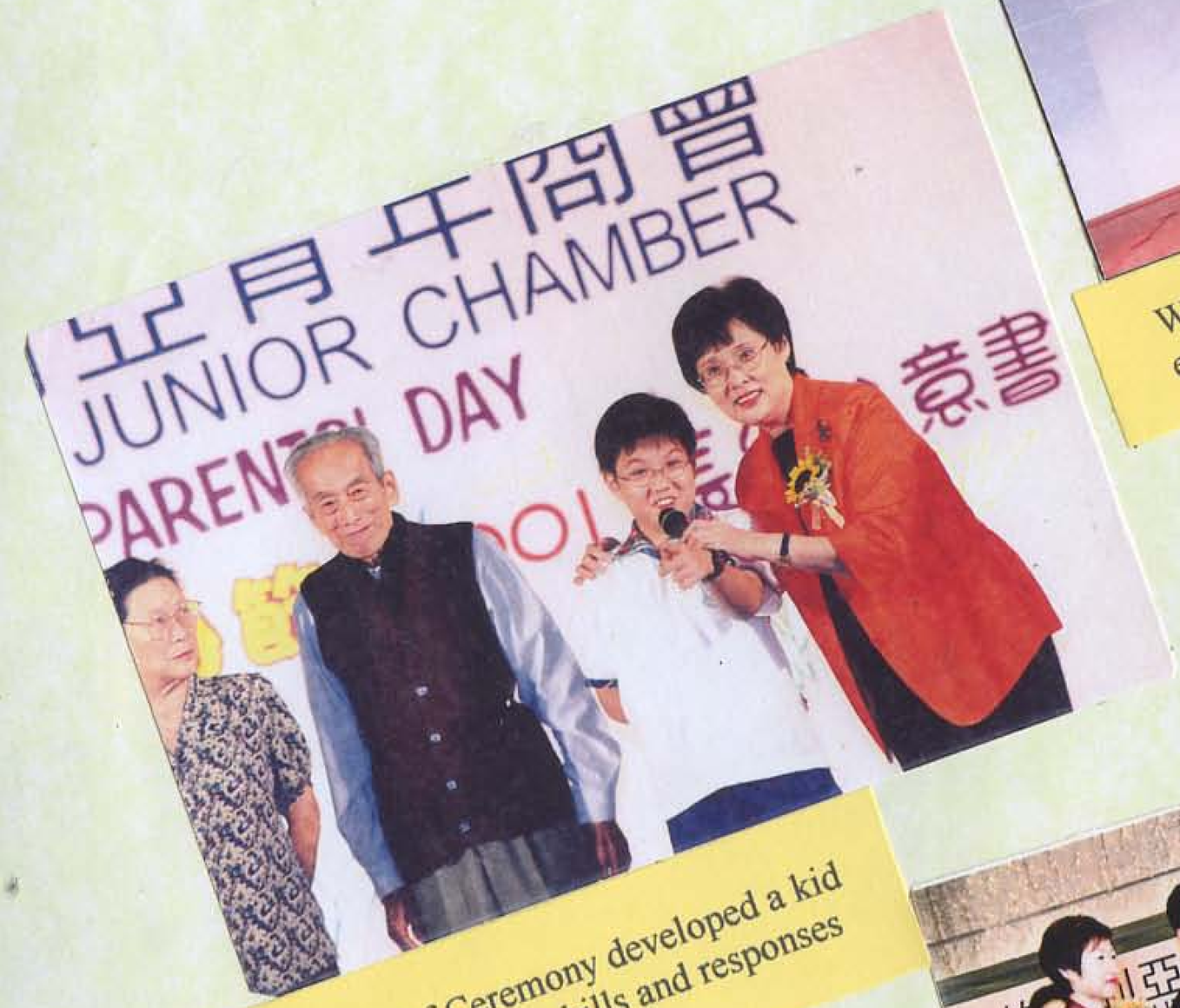
Well done Kids. Your physical exercises got big applause from the public



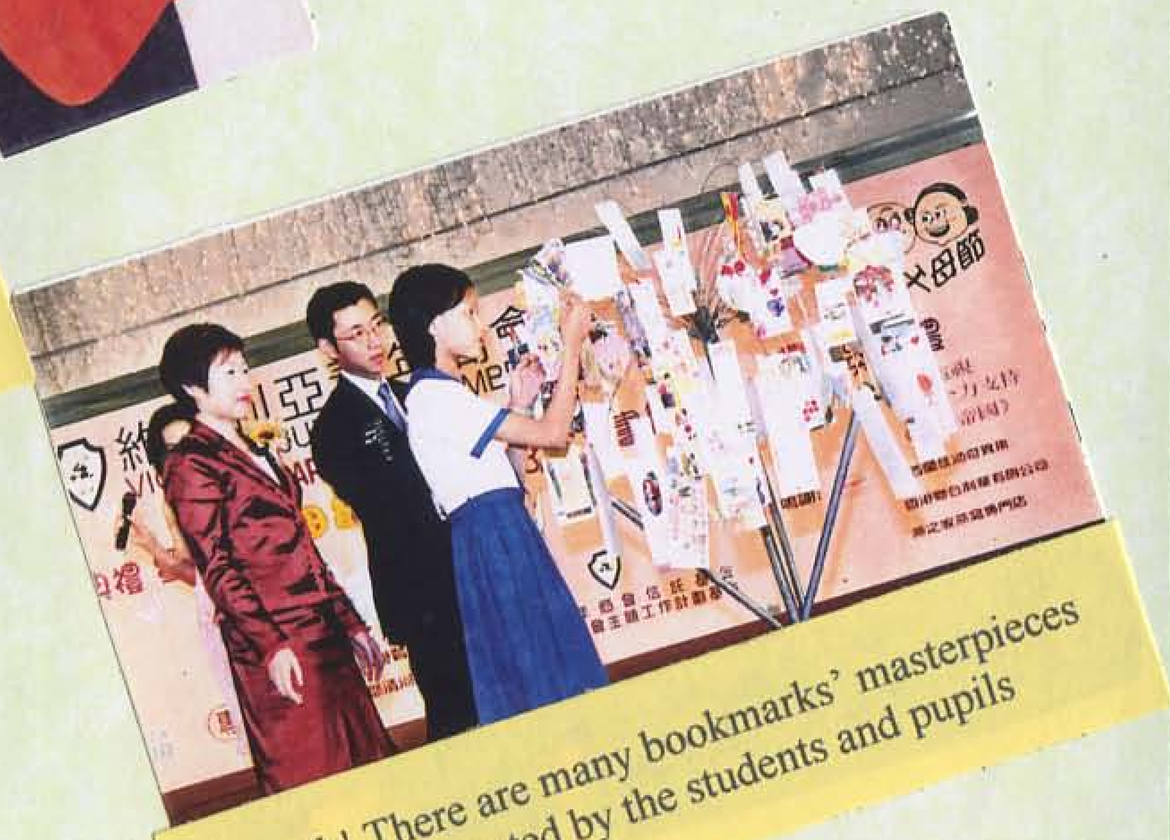
You see. How well the kids



Well done Kids. Your physical exercises got big applause from the public



Master of Ceremony developed a kid public speaking skills and responses



Look! There are many bookmarks' masterpieces created by the students and pupils

Overall Favorable Public Impact

Cultivate Positive mind & thinking to the Public

Victoria Junior Chamber is going to hold an anti-drug project. In our Inauguration Ball, we have appointed TV star Miss Ng Wing Mei as our anti-drug ambassador to bring a positive message – to the public not to abuse drug. Also, our PMO also make emphasis on increase personal competitive power and how to face upon adversity and being the outstanding one in the company.

Victoria Junior Chamber
維多利亞青年商會

青商簡介會

你有否想過如何
在公司 *突圍而出?*

你有否想過如何
擴闊社交網?

你有否想過增加
在社會上的 *競爭能力?*

加入 *青年商會*
一個體驗式學習機會

日期：2002年2月5日

Our PMO brings positive thinking and message to the participants. How can we increase our competitive power? How can we be the outstanding one in the company?



青商簡介會

你有否想過如何
在公司 ***突圍而出?***

你有否想過如何
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你有否想過增加
在社會上的 ***競爭能力?***

加入 ***青年商會***
一個體驗式學習機會

日期：2002年2月5日
時間：晚上7時30分
地點：香港會議展覽中心605會議廳
主講嘉賓：王津太平紳士
（1984年維多利亞青年商會會長）
（十大傑出青年）

費用全免

查詢及留座：6088 4222〔李小姐〕2874 7227〔孫先生〕

http://www.vjc.org.hk

伍詠薇險因七粒藥毀一生

伍詠薇昨出席維多利亞青年商會就職典禮，會上並獲委任為「禁毒大使」。會長林君量解釋之所以選擇伍詠薇，是取其形象正氣。而伍姑娘亦揚言此重任她是擔得起有餘，因為她已戒烟六年，曾有軟性藥品放在她面前也不為所動，並成功幫有服食軟性藥品習慣的朋友戒除藥癮。

一直希望在馬年生育的伍詠薇，為此已作好準備，她說：「我為咗生BB堅決戒烟，就算早前食肥咗都唔敢食減肥藥，頭痛藥都唔敢食呀！其實，好多人以食軟性藥品為減壓嘅藉口，其實係錯嘅。」

伍姑娘曾親身體會到亂食藥的危險，當年前夫去世，她少不更事，竟一次過服食七粒安眠藥，她說：「我依家仲企得喺度，已經好好彩！我嗰時仲細，唔識處理情緒，食完藥即刻致電朋友，自己暈陀陀走出街等朋友架車嚟接，點知第二日醒番，發覺唔喺自己屋企，諗番都覺得好危險。」



伍詠薇為了生育準備經年，與老公一起戒烟。

Ms. Ng Wing Mei has been appointed as Anti-Drug Ambassador by Victoria Junior Chamber

東方日報 27/11/2002 C4

Overall Favorable Public Impact

Individual Development, Provide training to Entrepreneur

The Series of Grandparents Day provides an opportunity for the young entrepreneurs to train up themselves in various areas such as project management, public speaking, protocol, crisis management, time management and etc.



Reception Of Guests



Project Management



Leadership

What Young Entrepreneur

Protocol

Reception Of Guests

Project Management



Leadership

What Young Entrepreneur Learn In Our Series Of Project

Protocol



Time Management



Public Speaking



Crisis Management



Overall Favorable Public Impact

Promote JC Community Opportunity

JC's Community Opportunity can be promoted through the Series of Grandparents Day - Heartfelt Bookmark Design Competition, Warmth Visit of North District , Grandparents Day 2001 cum Award Presentation, and Flower Show cum Vegetarian Feast for the Elderly

ATV stars and our O.C. distributed souvenir to The kids' patients

National Immediate Past President presented an award to a young creative bookmark's designer.





ATV star Yan Chi Keung had a play with some senior citizens on teaching how to use Emergency Alarm Services.

Overall Favorable Public Impact

Promote JC Business Opportunity

Promote JC's Business Opportunities: Sponsors, Co-organising Parties & etc.



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DIGITAL EXPRESS
A subsidiary of Top Art Group Limited
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95 Bonham Strand, Sheung Wan, Hong Kong
Tel : 2851 3805 Fax : 2850 7161 E-mail : topart@netvigator.com

黃創勤
Sunny Wong

長者安居服務協會
Senior Citizen Home Safety Association

Chan Tak Yee, Jowie
Promotion & Education Officer
直線電話 Direct Line : (852) 2952 1913
流動電話 Mobile : 9191 0327
電子郵箱 E-mail : jowie@schsa.org.hk

陳得義
推廣及教育主任

青安鈴 ELDER BELL

一線通呼援服務 Personal Emergency Link

香港九龍觀塘翠屏北邨翠屏商場 M2 層 1A 室
Unit No. 1A, M2/F., Tsui Ping Shopping Circuit, Tsui Ping North Estate, Kwun Tong, Kowloon, Hong Kong.
Tel : (852) 2338 8312 Fax : (852) 2304 5193 Website : www.schsa.org.hk E-mail : schsa@schsa.org.hk

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香港青年商會信託基金
香港青年商會主題工作計畫基金

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A subsidiary of Top Art Group Limited
黃創勤
Sunny Wong

長者安居服務
Senior Citizen Home Safety Association
Chan Tak Yee, Jo
Promotion & Education Officer
直線電話 Direct Line : (852) 2952 1913
流動電話 Mobile : 9191 0327
電子郵箱 E-mail : jowie@schsa.org.hk
陳得義
推廣及教育主任
一線通呼援服務 Personal Emergency Line
青安鈴 BLUE BELL
香港九龍觀塘翠屏北部翠屏商場 M2 層 1A 室
Unit No. 1A, M2/F., Tsui Ping Shopping Circuit, Tsui Ping North Estate, Kwun Tong, Kowloon, Hong Kong.
Tel : (852) 2338 8312 Fax : (852) 2304 5193 Website : www.schsa.org.hk E-mail : schsa@schsa.org.hk

榮譽贊助人：鄧清河先生

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CAMPION CHEUNG
DIRECTOR
Mobile: 9156 1339
E-mail: [illegible]@[illegible].com
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SHEUNG WAN, H.K.
Tel : 2836 3662 Fax : 2836 3122
http:// www.healthguard.com.hk
E-mail : inquiry@healthguard.com.hk

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九龍荔枝角道781號宏昌工業大廈第一座709C
709C, 7/F., Blk. 1, Wang Cheong Fty. Bldg., 781 Lai Chi Kok Rd., Kowloon.
Tel: 2109-2388 Fax 2109-2168 / 2567-6070
E-mail: superprint@sinatown.com

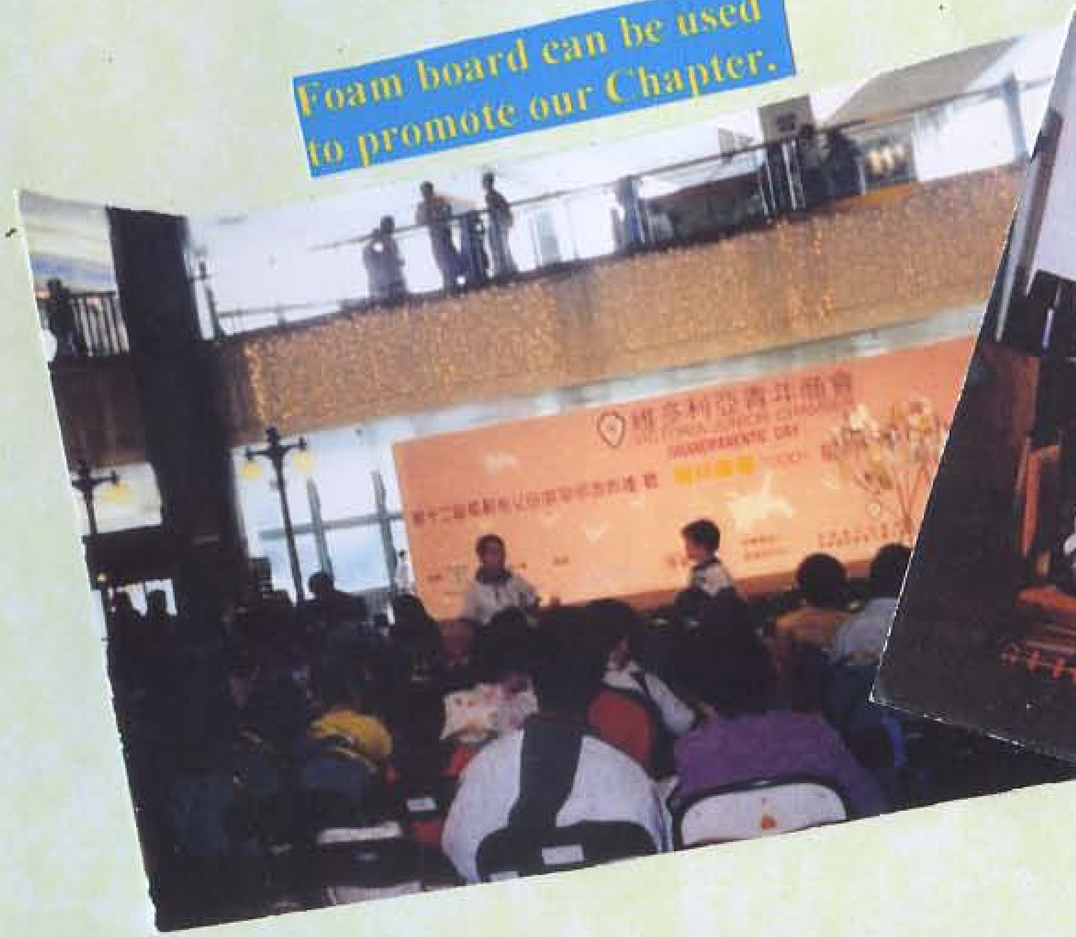


Overall Favorable Public Impact

Promote VJC Image

By Foam Board, exhibition board with games' counter and interview by Radio Hong Kong on our Series of Grandparents' Day Project, the images of both Victoria Junior Chamber and Hong Kong Junior Chamber could be promoted.

Foam board can be used to promote our Chapter.



President Benny Lam and a member promoted JC image and Grandparents' Day Flower Show Cum Vegetarian Feast for the Elderly in Radio Hong Kong







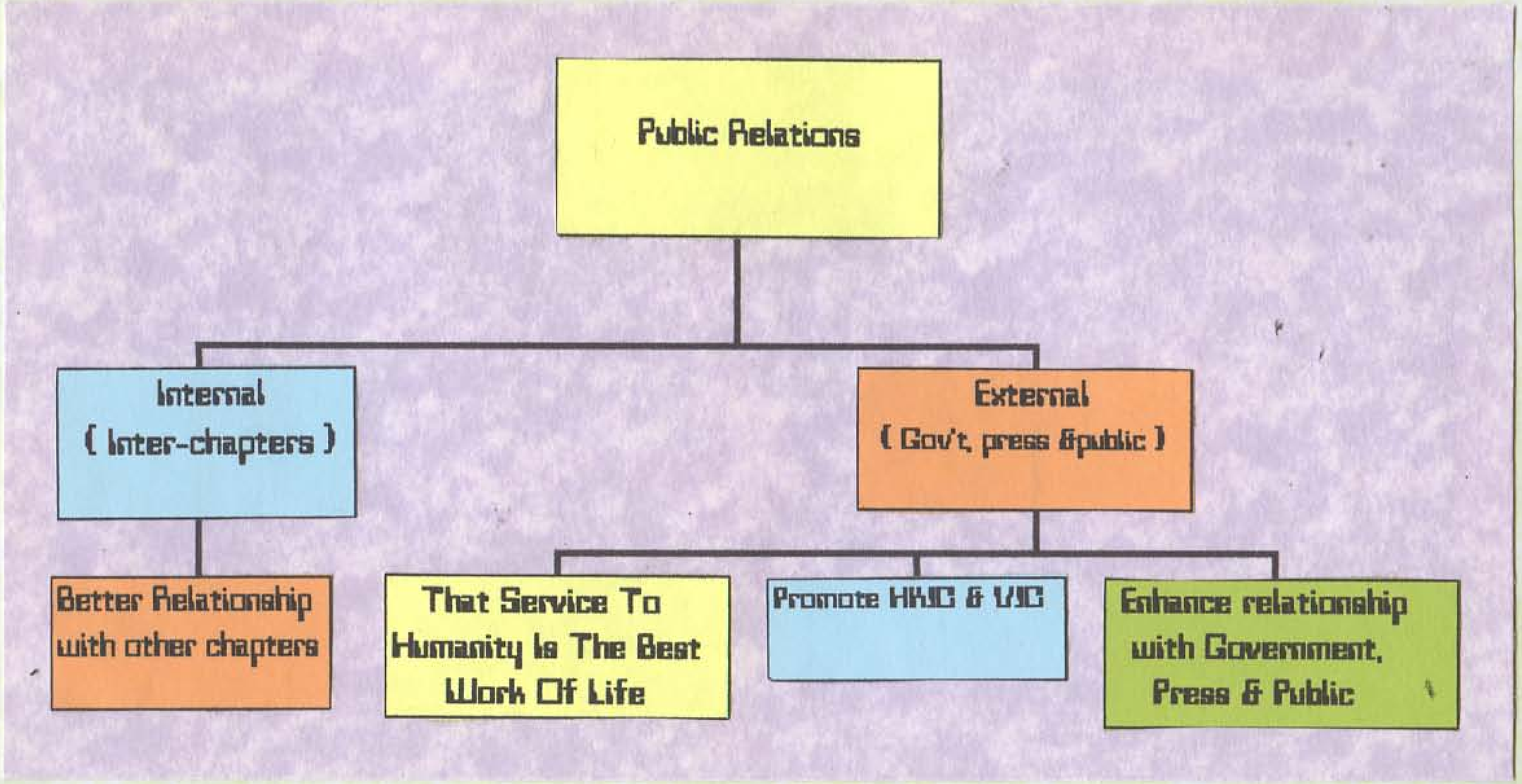
You see - Why are crowd of people there? It's because Victoria Junior Chamber has a game counter to promote herself

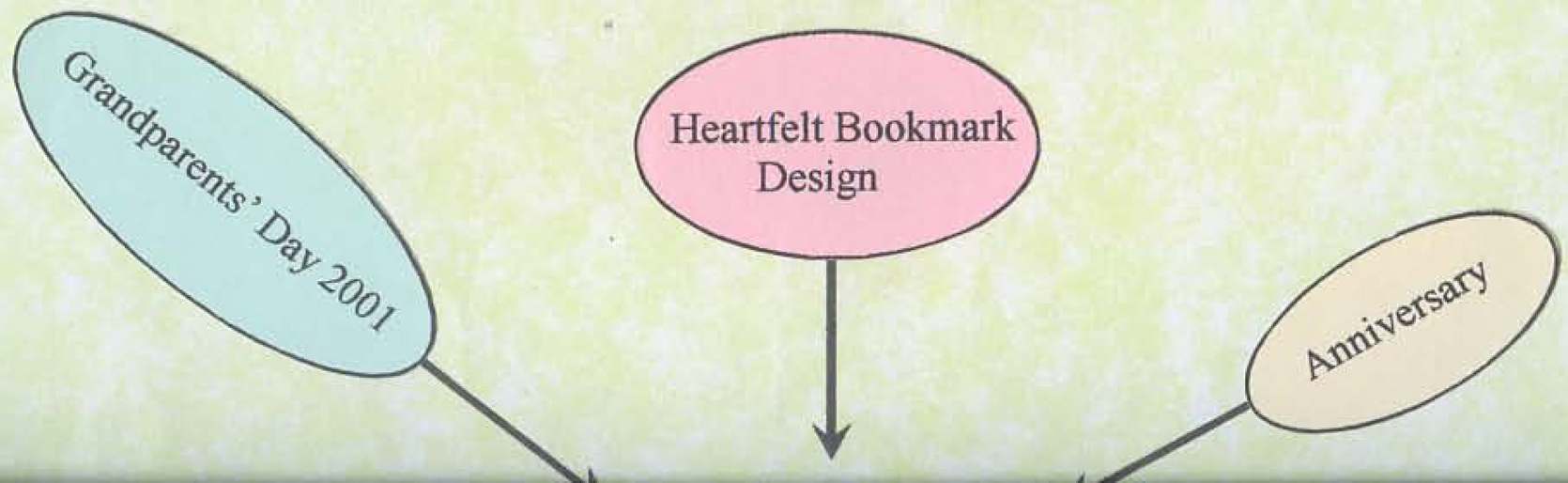


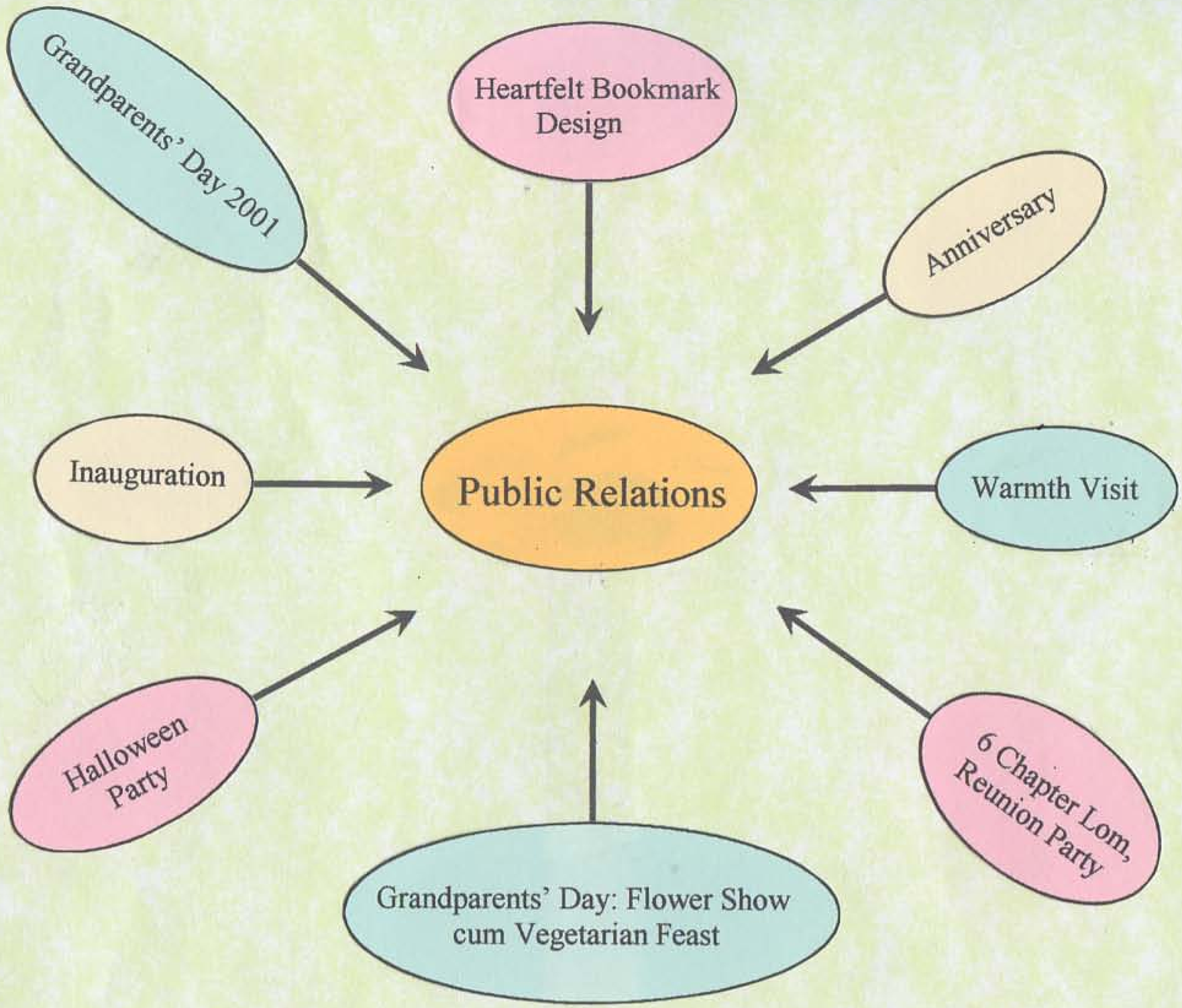
Distributed and circulated to over 800 primary school & over 400 secondary school

General Planning, Execution, & Finance

Public Relations Strategy







Public Relations Activity for 6/2001 – 5/2002

General Planning, Execution, & Finance

Planning

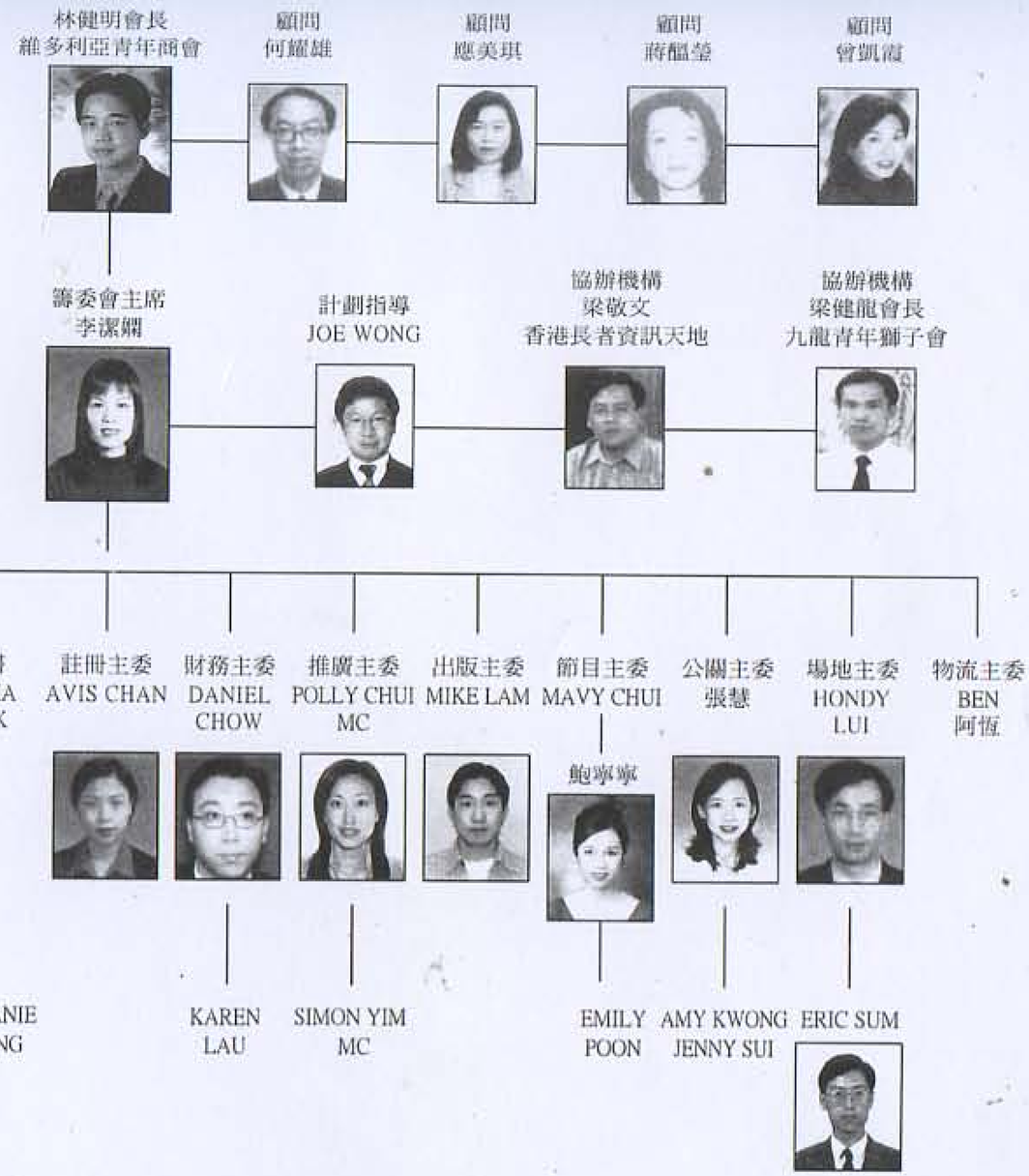
Organising Committee engaged in Planning and selection of masterpieces.





籌委會名單





HELPER : BENNY LAM · KAREN LAU · FLORA LAU · 軒轅紅玫 · LAWRENCE CHEUK · ERIC CHIN · VINCENT YEUNG · SAMMY LEUNG · ALBERT NG · PEGGY TANG · MICHAEL WAN · MICHAEL LEUNG · VINCENT CHUNG

祖父母節 2001

Event Date	Program
6-8/2001	Heartfelt Bookmark Design Competition
4/9/2001	ATV TV Interview At Lady.com
16/9/2001	Warmth Visit
14/10/2001	Grandparents' Day 2001 cum Award Presentation
17/3/2002	Grandparents' Day 2001 Flower Show cum Vegetarian Feast

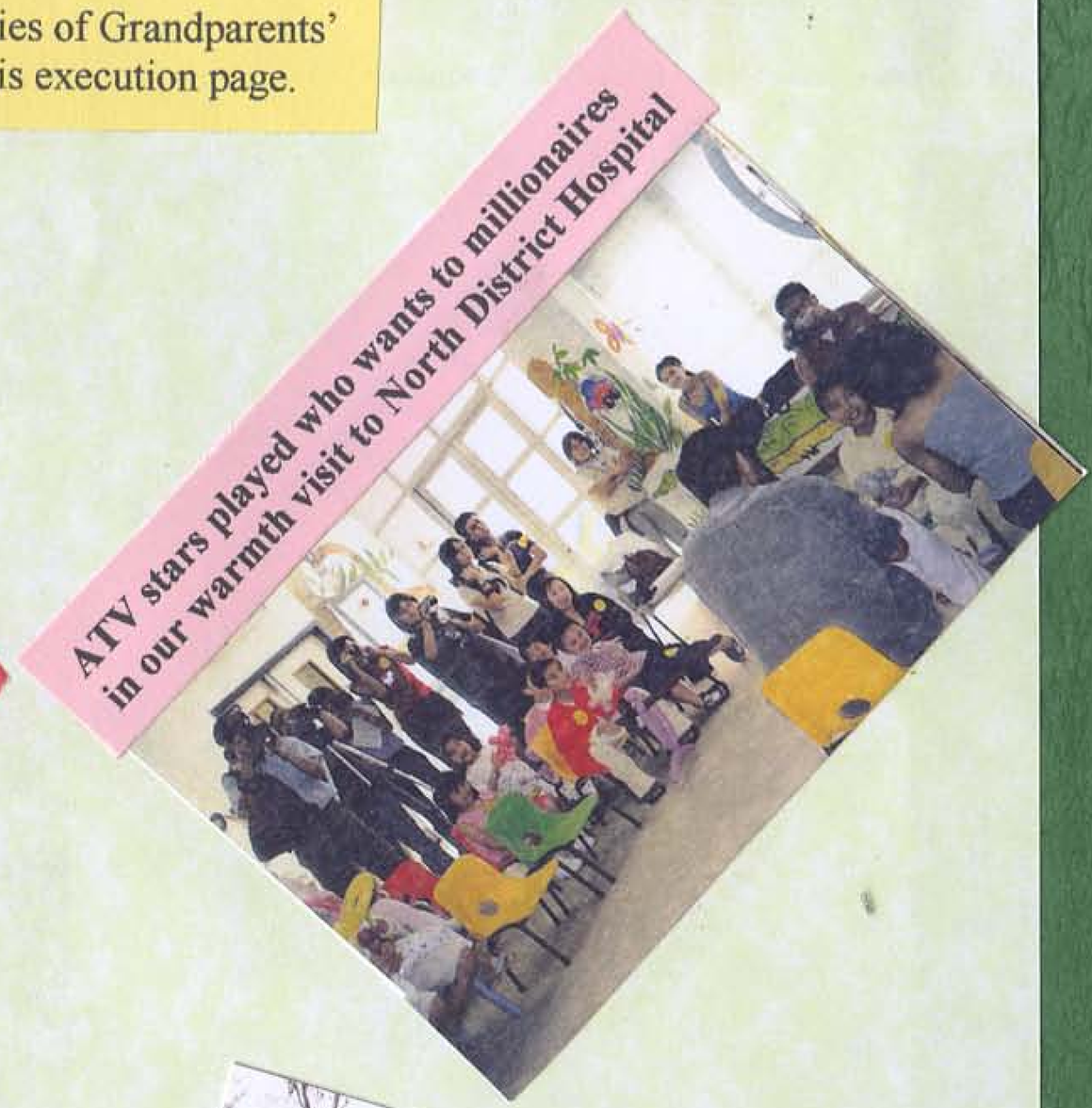
General Planning, Execution, & Finance

Execution

You can know how great our Series of Grandparents' Day is when you goes through this execution page.



Let's learn how to dance together



ATV stars played who wants to millionaires in our warmth visit to North District Hospital

Past President Angela Ying, President Benny Lam and Promotion Sub-Committee had an interview on the series of Grandparents Day in Radio H.K.

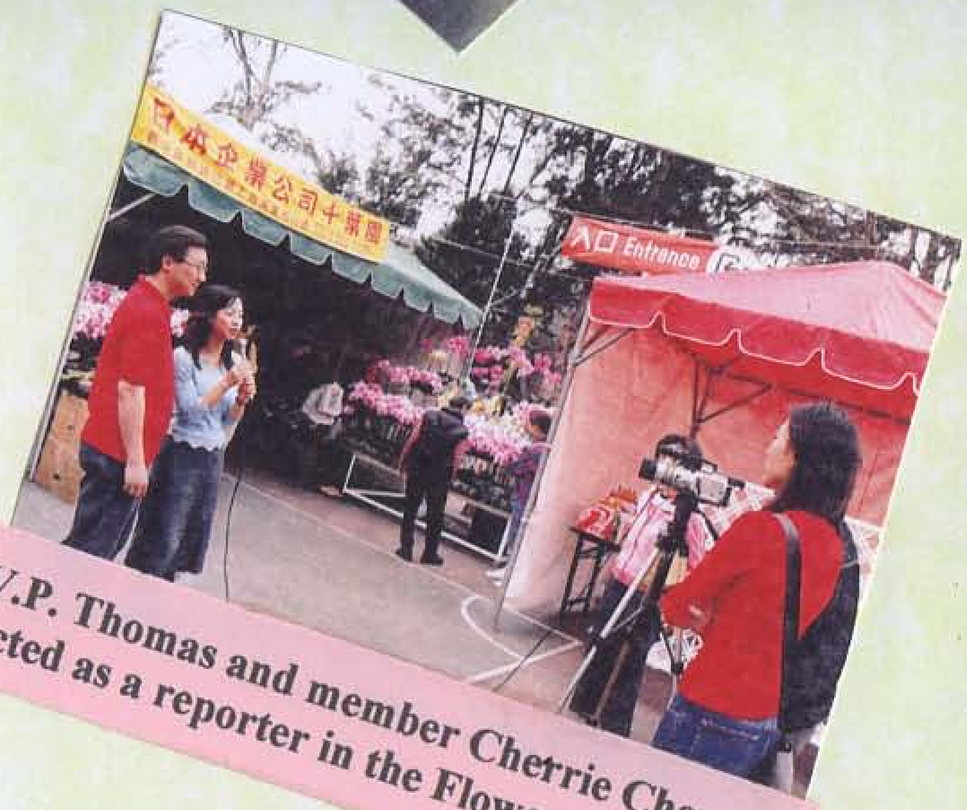




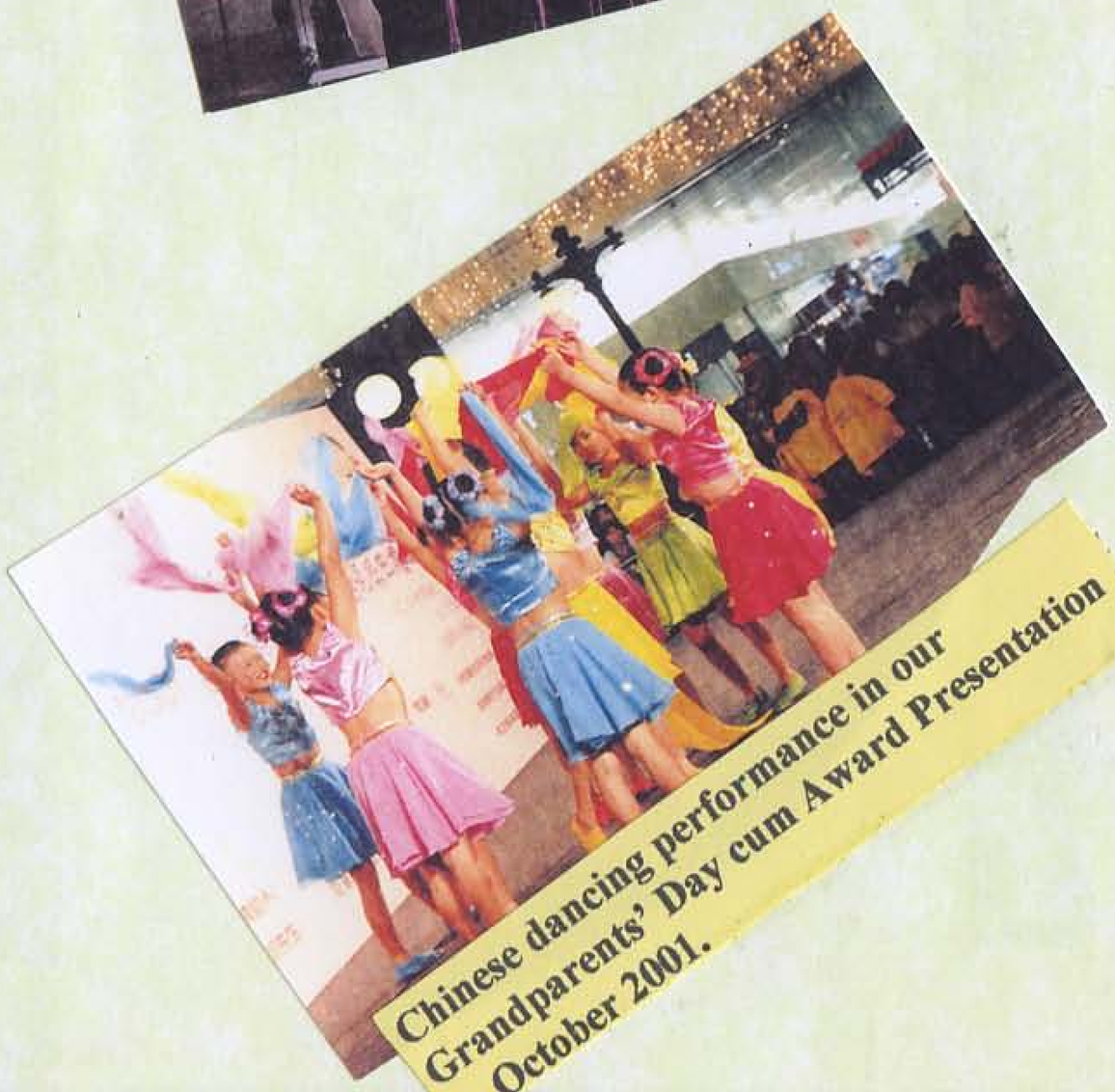
V.P. Thomas acted



Past President Angela Ying, President Benny Lam and Promotion Sub-Committee had an interview on the series of Grandparents Day in Radio H.K.



V.P. Thomas and member Cherrie Cheung acted as a reporter in the Flower Show



Chinese dancing performance in our Grandparents' Day cum Award Presentation in October 2001.



Councilor Fung Kim Kei exchanged souvenir with our President Benny Lam

General Planning, Execution, & Finance

General Promotion

維多利亞青年商會 主辦

長幼合家歡
心意書籤設計比賽

主旨：家人用心意書籤表達對祖父母的關懷，
增加兩代／三代溝通。

報名方法：可到以下網址下載參加表格

http://www.hkseniors.org

截止報名日期：2001年9月30日

查詢：李小姐（60884222）

協辦機構：

九龍青年獅子會 KLEO 九龍

香港長者資訊天地 Hong Kong Seniors IT Advocates

鳴謝：

香港青年商會信託基金

香港青年商會主題工作計劃基金

全力支持：

亞洲電視

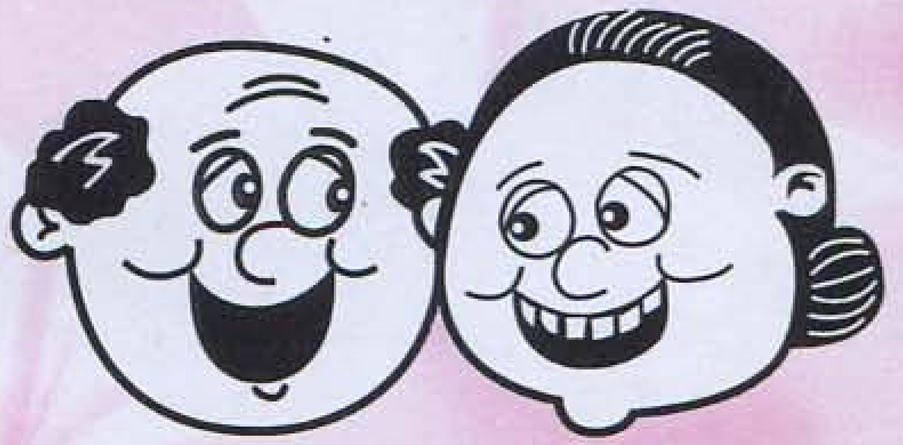
榮譽贊助人：鄧清河先生



維多利亞青年商會 主辦

祖父母節 2001

模範祖父母選舉



日期：10月14日(10月第二個星期日)
地點：荷里活廣場

協辦機構:

香港長者資訊天地 Hong Kong Seniors IT Advocates

九龍青年獅子會 KLEO 九龍

鳴 謝:

香港青年商會信託基金
香港青年商會主題工作計畫基金

亞洲電視全力支持

場地贊助：荷里活廣場PLAZA HOLLYWOOD

榮譽贊助人:鄧清河先生

VICTORIA JUNIOR CHAMBER
BUDGET VS ACTUAL EXPENDITURE

	Budget		Actual	
	US $	US $	US $	US $
Sponsorship				
Cash		2,834.00		4;487.00
Venue		1,923.00		2,051.00
Promotion		897.00		960.00
Sub-Total		5,654.00		7,498.00
Press Conference (Sep 4, 2001)				
Rental Cost (HKCEC)	76.00		72.00	
Banner	115.00		115.00	
Souvenir	38.00		38.00	
Photo-Finishing	12.00		10.00	
Video Shooting	153.00		153.00	
Stationery	0.00		12.00	
Sub-Total	394.00		400.00	
ATV TV interview at Ladv.com (Sep 4,2001)				
Video Shooting	320.00		320.00	
Souvenir	19.00		19.00	
Travelling with Y2K Awardee to ATV (by taxi)	32.00		27.00	
Stationery / Copying	25.00		0.00	
Sub-Total (ATV interview)	396.00		366.00	
Warmth Visits (Sep 16, 2001 & Sep 28, 2001)				
Balloon (Eric Chin)	76.00		72.00	
Souvenir	0.00		0.00	
Transportation (Sep 16 - $508 & Sep 28 - $105)	89.00		78.00	
Stationery / coping	38.00		64.00	
Snacks	0.00		17.00	
Sub-Total (Hospital Visits)	203.00		231.00	
Grandparents' Day (Oct 14, 2001)				
Rental (Planet Hollywood Plaza)	0.00		0.00	
Stage Set Up, Rental Of Chairs, Cleaning Fee . . . etc.	897.00		576.00	
Decoration (tree of hope & other decoration)	76.00		132.00	
Balloons	64.00		92.00	
Opening Gimmicks	64.00		0.00	
Professional Sound (backdrop & music equipment)	1,282.00		1,282.00	
Posters and Application Forms	423.00		423.00	
Souvenir Program ($11 x 300 booklets)	448.00		471.00	
Souvenirs to Guest of Honor & VIPs	192.00		233.00	
VJC Flag	121.00		125.00	
Corsages (VJC anniversary)	53.00		53.00	
Postage				

Balloon (Eric Chin)		76.00		72.00
Souvenir		0.00		0.00
Transportation (Sep 16 - $508 & Sep 28 - $105)		89.00		78.00
Stationery / coping		38.00		64.00
Snacks		0.00		17.00
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Balloons		64.00		92.00
Opening Gimmicks		64.00		0.00
Professional Sound (backdrop & music equipment)		1,282.00		1,282.00
Posters and Application Forms		423.00		423.00
Souvenir Program ($11 x 300 booklets)		448.00		471.00
Souvenirs to Guest of Honor & VIPs		192.00		233.00
VJC Flag		121.00		125.00
Corsages (VJC anniversary)		53.00		53.00
Postage		115.00		0.00
Badges		6.00		6.00
Label (Grandparents' Day Program) 2000 pcs		76.00		64.00
Transportation		64.00		103.00
Working Breakfast & Lunch		64.00		65.00
Video Shooting		256.00		256.00
Photo-Finishing		64.00		136.00
Miscellaneous		112.00		183.00
Leo Club Counter		0.00		59.00
Banner		0.00		14.00
Drinks		0.00		59.00
Stationery		0.00		7.00
Heart Bookmark		0.00		182.00
Parking Fee For ATV		0.00		5.00
Sub-Total (GP Day - Oct 14)		4,377.00		4,526.00
Grandparents' Day 2002 - Flower Show (Mar 17, 2002)				
Banner		38.00		35.00
Corsages		38.00		38.00
Photo		38.00		51.00
Video (VCD)		108.00		320.00
Stationery		12.00		6.00
Transportation		25.00		27.00
Insurance		25.00		18.00
Sub-Total (GP Day - FS)		284.00		495.00
TOTAL EXPENSES			5,654.00	6,018.00
SURPLUS			-	1,480.00

MEMBERSHIP PARTICIPATION

Relationship with NOM

Victoria Junior Chamber members not only get the Nom's support , but also provide contribution and support to Nom, too.



Our member Cherrie Cheung supported NOM Public Speaking and won the champion in JC Class.

Names of Members	*Position Held in Nom*
Jimmy Bonds Lam	National Vice President 2002
Justein Wong	National Public Relations Advisor 2002 Guest Speaker of NOM Training
Florence Choy	Basic Training Assistant Coach 2002
Henrietta Tsang	National President Assistant 2002 National Record & Recognition Director 2001
Vincent Chung	National Inauguration Ball 2002 International Affairs Commission Chairman 2001
Hondy Lui	Master of Ceremony of National Inauguration
Cherrie Cheung	Master of Ceremony of National Inauguration
James Sun	Sub-Committee Member of National Inauguration

JC Class.

Names of Members	*Position Held in Nom*
Jimmy Bonds Lam	National Vice President 2002
Justein Wong	National Public Relations Advisor 2002 Guest Speaker of NOM Training
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Henrietta Tsang	National President Assistant 2002 National Record & Recognition Director 2001
Vincent Chung	National Inauguration Ball 2002 International Affairs Commission Chairman 2001
Hondy Lui	Master of Ceremony of National Inauguration
Cherrie Cheung	Master of Ceremony of National Inauguration
James Sun	Sub-Committee Member of National Inauguration
Benny Lam	Chairman of Digital 21 Project Chairman of Prospective Members Orientation
Spencer Li	National Immediate Past President 2001
Frank Pak	National Public Relations Advisor 2001
Portia Leung	National Public Relations Director 2001
Betty Lo	Chairman of Vanguard Leader



National Immediate Past President presents award to the best young bookmarks designer.



National President Tony Chan presents certificates to the participators.

Membership Participation

National Assigned Executive Officer, Past Presidents , Senior Members



National Board Members, Past Presidents, Senior Members, Members and Perspective Members were engaged in Grandparents Day Project





National Board Members, Past Presidents, Senior Members, Members and Perspective Members were engaged in Grandparents Day Project





2001 NAEO Cecilia Cheung

Past President Ronald Ho, Angela Lam and Chulene Cheung and Senior Member Joe Wong came to support Grandparents Day 2001 cum Award Presentation, and helped in reception counter





2002 NAEO Emily Au Yeung

2002 Ex.com Members with National Assigned Executive Officer Emily Au Yeung not only support our Flower Show cum Vegetarian Feast, but also provided advices in the event date.





Members and perspective members attended and participate afternoon session of Flower Show cum Vegetarian Feast in Shum Shui Po Community Hall



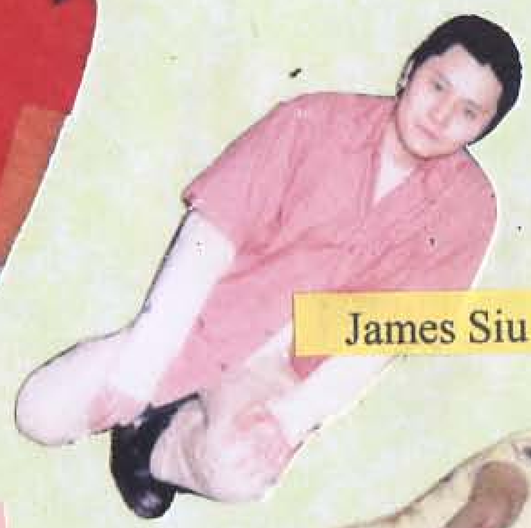
Winnie Chan



Matthew Ng



Zoe Tsoi



James Siu

Stanley See



Maggie Chan



Lydia Chow



William Cheng

Membership Extension

- ***8*** **Perspective members were recruited.**

ORIGINALITY OF PROGRAM

Survey & Analysis



After the retirement, the retired feel they're loneliness, hopelessness & uselessness, some of them may committee suicide.

committee suicide.

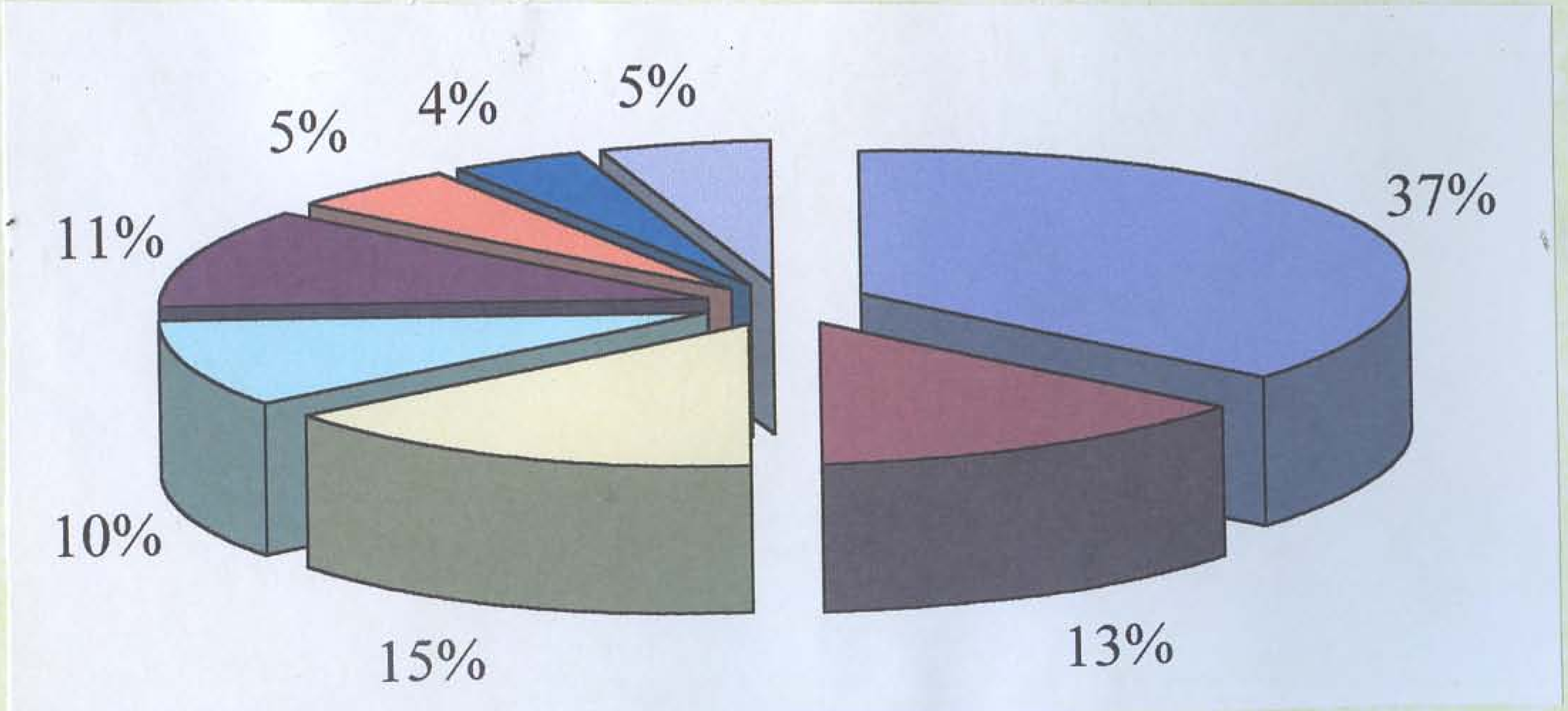


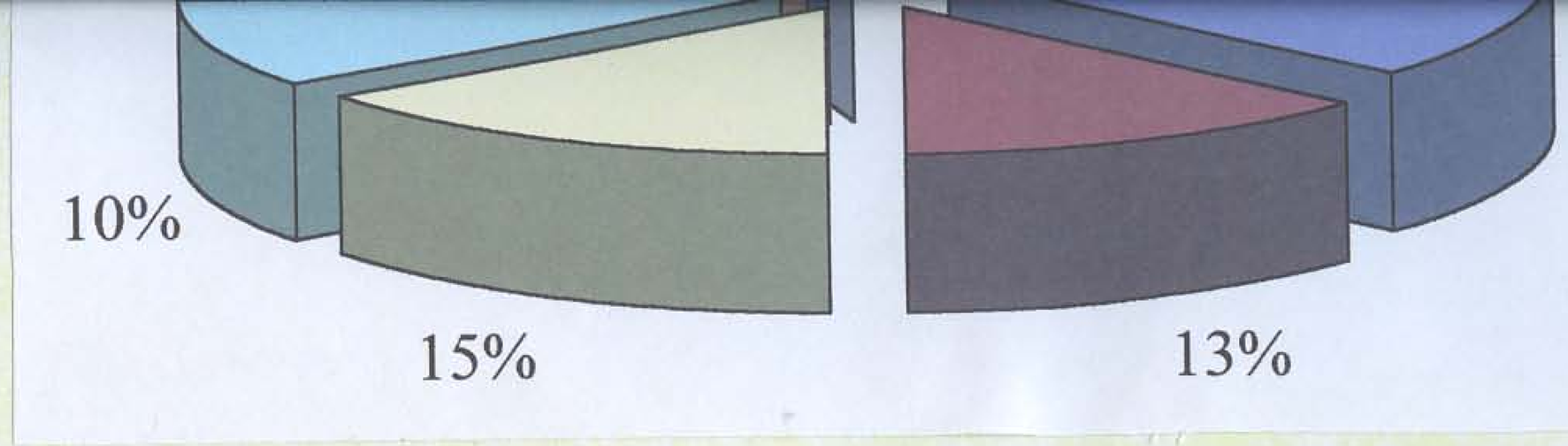
Children and kids always watch violent film & program, it may bring poor psychological effect & affect their growth.



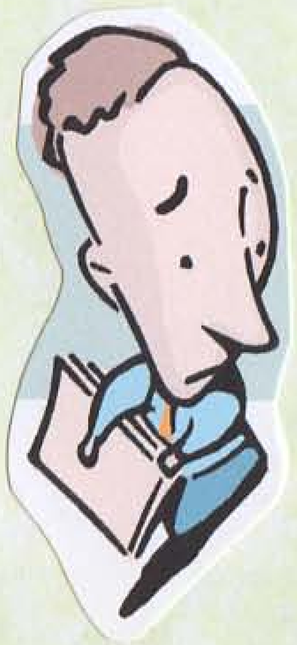
ANALYSIS

Reasons Causing Senior Citizens To Be Depressed And Commit Suicide









- Loneliness
- Hopelessness
- Uselessness
- Physical Abilities Deterioation
- Change Of Psychological Factor
- Financial Situation Change
- Lost Of Accompany
- Illness



ORIGINALITY OF PROGRAM

Project's Ideas

Recognise
Senior Citizens
Past Contribution

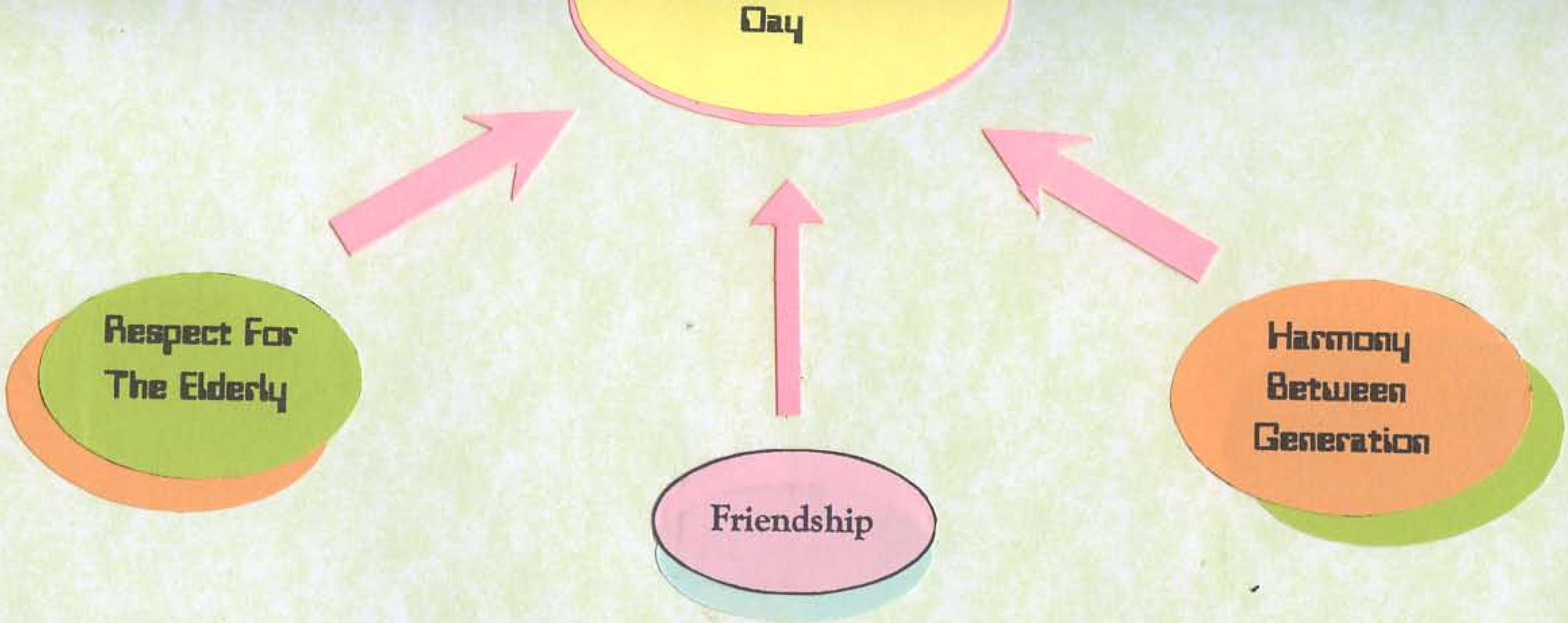
Encourage Citizens To
Participate More In
Community & Social Event

Develop New Generation
Creativity & Talent

Grandparents
Day

Respect For
The Elderly

Harmony
Between
Generation



The purposes of the series of Grandparents' Day provide a chance for the Senior Citizens to
◆ concern community and other,
◆ serve the community continuously
◆ build up friendship with other elderly
◆ broaden their lives and experiences
◆ recognize their past effort and contribution
◆ more extrovert
Senior Citizens and their families
◆ Respect for the Elderly
◆ Harmony amongst families members
◆ More communication within the family

Community Benefit

Benefit to Hong Kong: Help Government Promote Life-Long Learning

Senior Citizens taught computer art works in one of the Games Counters of Grandparents Day cum Award Presentation 2001





My grandparents not only care about





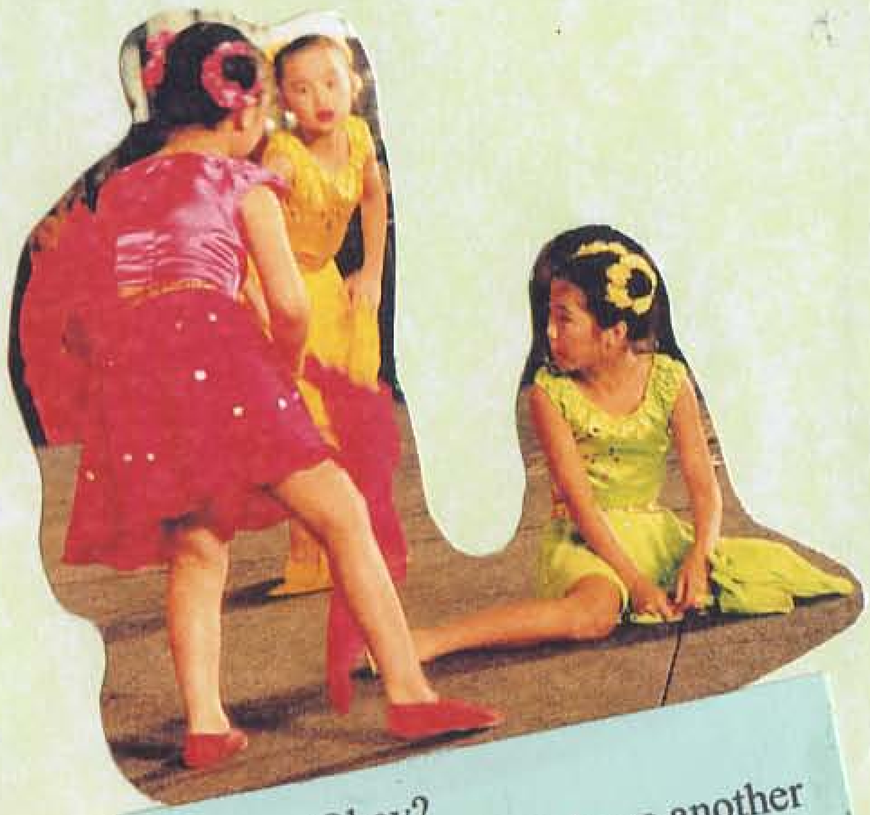


My grandparents not only care about us, do some voluntary works, but also keep us studying English and Information Technology. Therefore, they get an Outstanding Grandparents Day Award.





A senior citizen answers question without hesitation.



Are you Okay?
Don't give up. Let's have another rehearsal before the event start.



I think we should make some changes on our script.

Community Benefit

Benefit To Family: Harmony Among Generations

Through the participants design bookmarks, sons, daughters & grandchildren nominated their mother and grandparents to participate the outstanding grandparents selection and mother helped the daughter make up, you can feel the harmony between different generation.



Newly designed bookmarks show the harmony among generations







Newly designed bookmarks show the harmony among generations





Mother helped the daughter make up



Grandchildren nominated their grandparents to participate the outstanding grandparents

Community Benefit

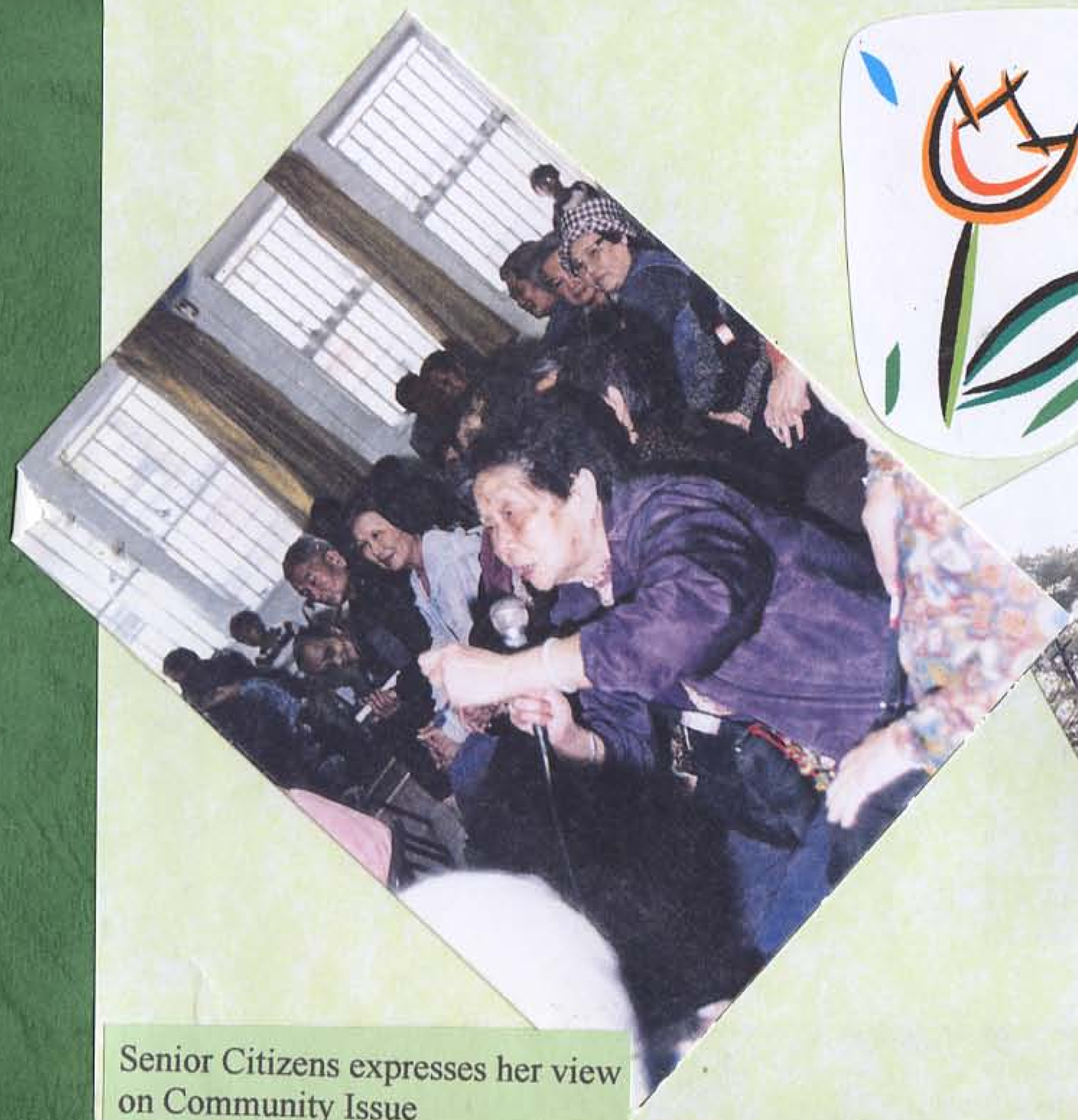
Benefit to Senior Citizens: More Extrovert & Participation To Community

The senior citizens are encouraged to be more extrovert, more participation to the community and voluntary services so that they can enjoy better and meaningful lives with others.

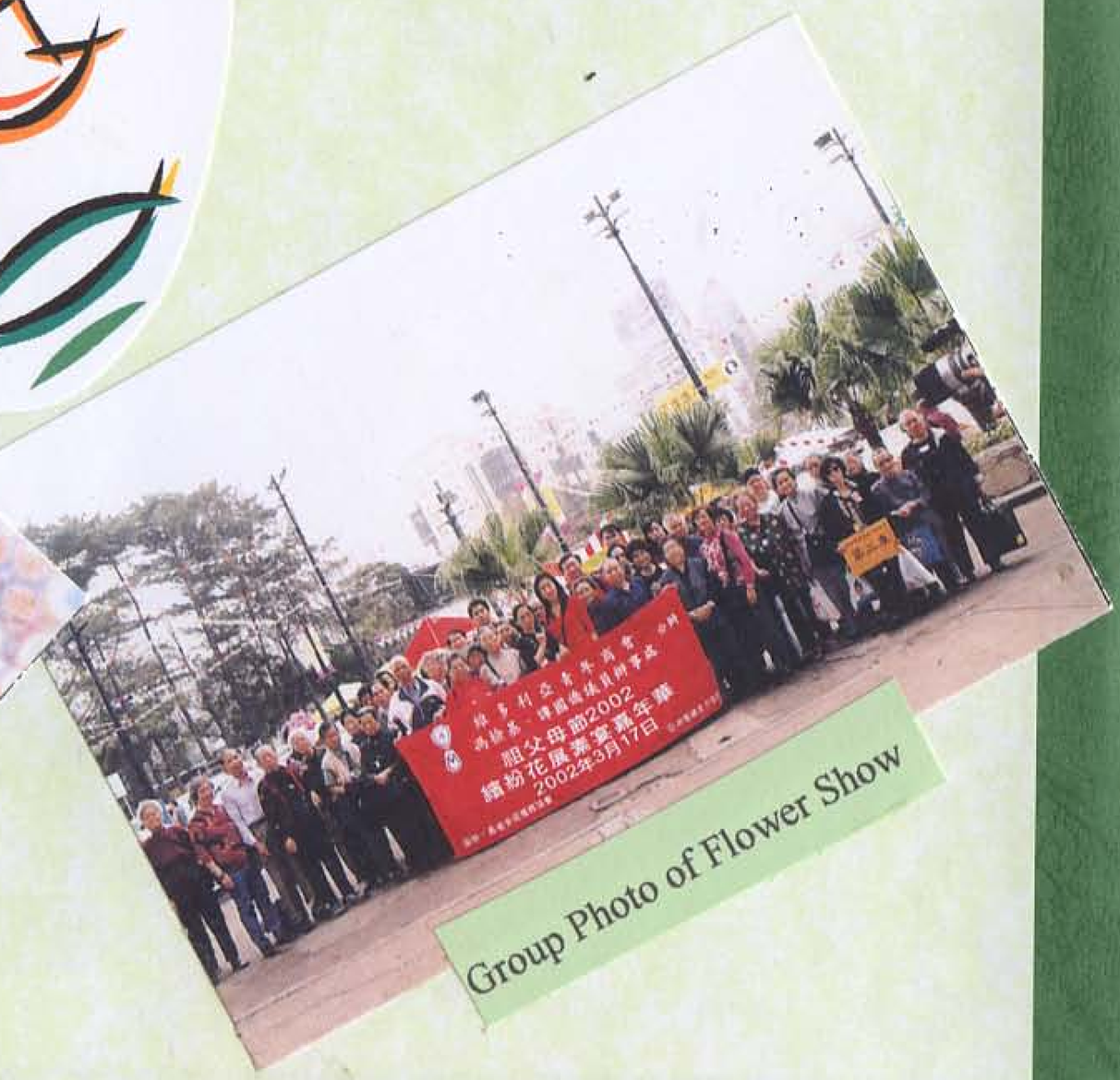
Outstanding Grandparent participates our Flower Show







Senior Citizens expresses her view on Community Issue

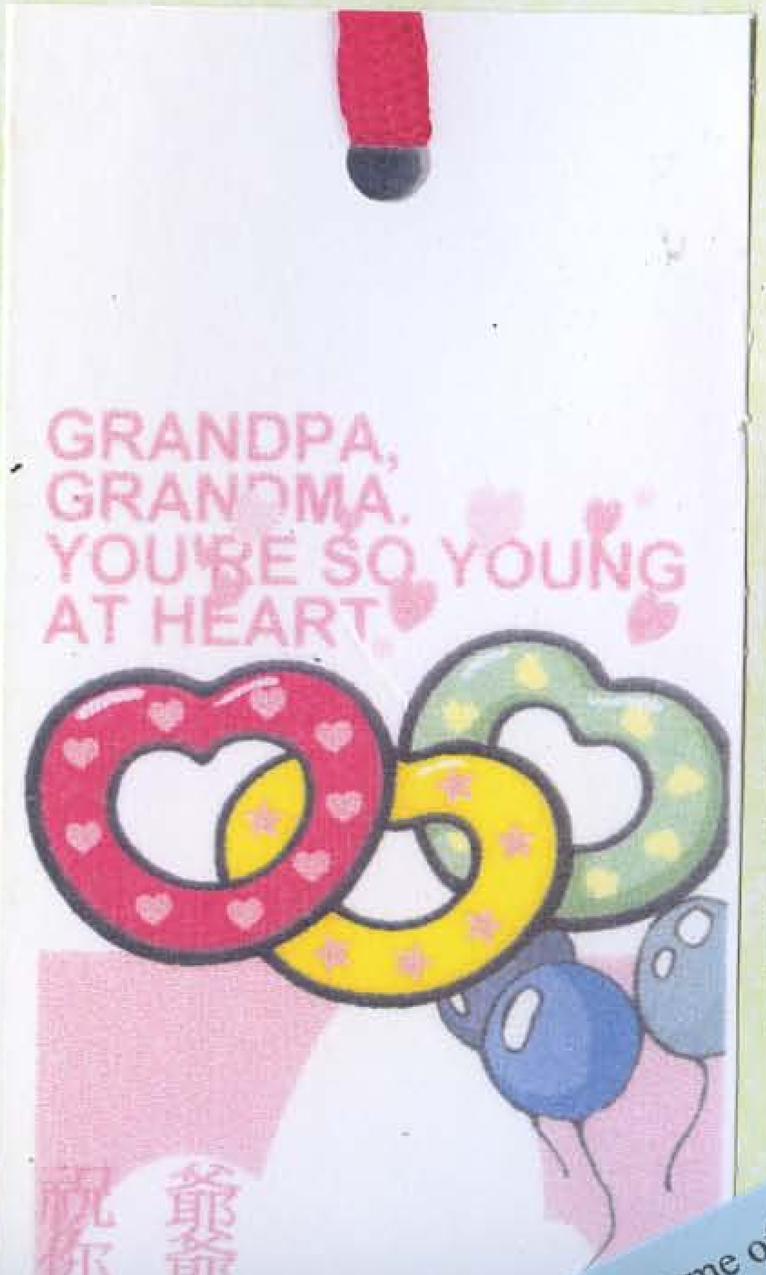


Group Photo of Flower Show

Community Benefit

Benefit To Youth Develop Their Creativity

The Heartfelt Bookmark Design Competition encourages youngsters to be more creative in design & thinking





some of the lovely & outstanding masterpieces
igned bookmarks by pupils' participants



Here are some of the lovely & outstanding masterpieces
Of newly designed bookmarks by pupils' participants







