HONG KONG JUNIOR CHAMBER

AWARD BID BOOK

NOM	:	Hong Kong Junior Chamber
Award No.	:	II. C. 4.2
Award Title	:	Public Relations Award
Conference	:	1997 JCI Pattaya Asia Pacific Conference

JUNIOR CHAMBER INTERNATIONAL
GROUP II ENTRY FORM
AWARDS FOR NATIONAL ORGANIZATIONS

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 II 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 May 20, 1997

Name (Print) Henry U

AWARD NUMBER:	AWARD TITLE:	NAME, ADDRESS AND FAX NUMBER OF SUBMITTING NATIONAL ORGANIZATION OR CHAPTER:
II.C.4.2	Public Relations Award	Hong Kong Junior Chamber 1/F., 60 Bonham Strand East, Sheung Wan, Hong Kong. Fax: (852) 2543 6271

CURRENT DECLARED NUMBER OF MEMBERS:	CURRENT DECLARED NUMBER OF CHAPTERS:
1,250	18

BUDGET AND FINANCIAL STATEMENT: In the space provided below, fill in the applicable amounts in local and U.S. currency. The "Proposed Budget" column reflects the project's anticipated income and expenses at the planning stage. The "Actual Budget" column reflects actual income and expenses.

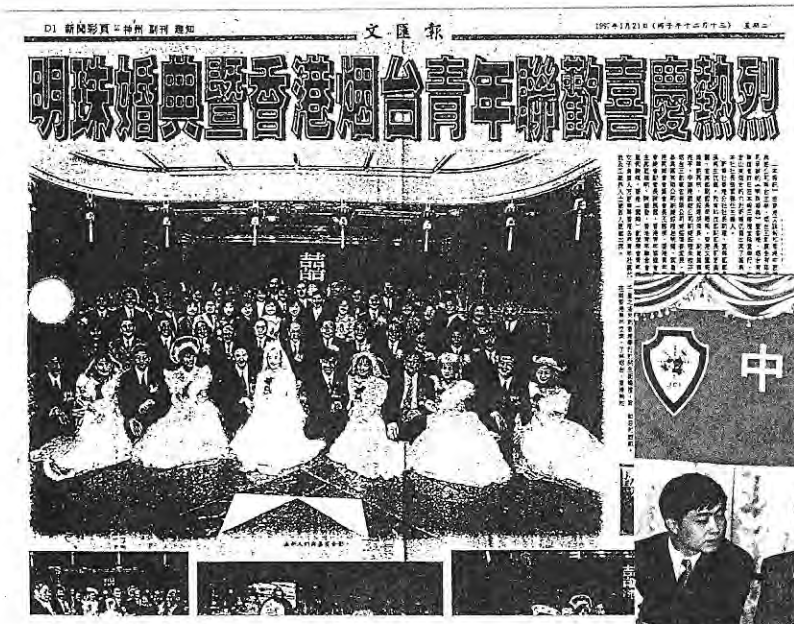
Conversion Rate 7.80 =US$1.00	PROPOSED BUDGET	ACTUAL BUDGET
Income:		
Membership Dues	NIL US$ NIL	NIL US$ NIL
Other	25,000. US$ 3,205.00	23,400. US$ 3,000.00
Total Income:	25,000. US$ 3,205.00	23,400. US$ 3,000.00
TOTAL EXPENSES	25,000. US$ 3,205.00	23,000. US$ 2,948.72
TOTAL PROFIT/DEFICIT	0 US$ 0	400. US$ 51.28

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Formation of China Affairs Commission

Hong Kong is returning to the Chinese sovereignty in July 1997. To have an effective communication with the Chinese Government, a China Affairs Commission was officially fromed in 1997. Its main objective is to liaise and co-ordinate with Xinhua News Agency (Hong Kong) Branch on all China affairs and official activities.



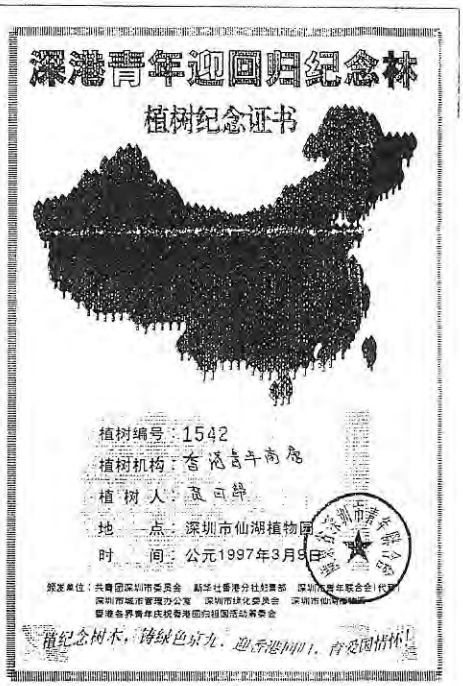
NOM Officers were invited by "Wen Wei Daily" to attend the wedding ceremony for 6 couples from Yantai, Shantung Province



Exchange views & ideas on youth development in China



HKJC joined the Tree Planting Day in China & this event received wide press coverage



Originality of Program

Major Emphasis Theme Project

This year, all NOM/LOM community projects were grouped under the Major Emphasis Theme Umbrella (MET). Throughout these large scale projects, we gained wide media coverage and publicity for further enhancement of JC image towards the public.

Over 30 MET Projects



6th Children Christmas Card Drawing Competition hosted by Tai Ping Shan Jaycees



9th New Territory Outstanding Student Award hosted by Yuen Long Jaycees

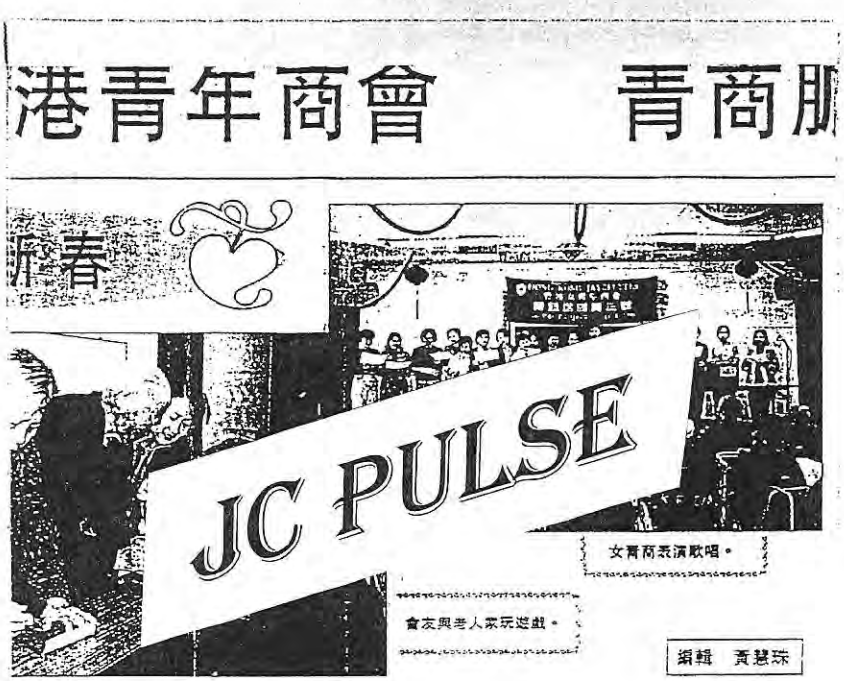
MET Kick Off Ceremony was launched to boost up the spirit





One-year project "induction/ Extension Programme for New Immigrant Children from China" hosted by Dragin Jaycees

With the objective of enhancing the exposure of JC in the eyes of the Hong Kong public, we set up a special section in the bi-weekly press column this year in order to endorse the public awareness on civic issues. In such columns, major current affairs and important topics were included.



趣味小品

寒流中的反思

一個遲來的寒流帶給我們最有氣氛的新年，可惜也帶出香港一個被人忽略的問題：老人問題。連續八天的寒流已懷疑引致六十多名老人家不幸逝世，大部分都由於獨居或流落街頭，以至乏人照顧，未能及時救治。社會人士普遍認為如果有人照顧他們，情況一定比現在好

這些老人家有一部分子然一身，已無家人、朋友可作依附，但另外一些卻是有親朋親友，只為某些原因而要一個人居住。一向以來中國人都有「養兒防老」的觀念，以為有兒有女便可安享晚年。在早幾十年，大家族存在的時候，這是一個事實，大家聚居一齊彼此照應，關係或好或壞，起碼有人負責起居飲食。隨着時代轉變，小家庭的興起，經濟轉型，家族已不大可能聚居一起，結果成家立室的都各自搬出，擁有自己的家，最後便剩下家中老人獨守着舊居。加上移民問題，很多人舉家移民外地，而老人家未必適應外國生活，大都選擇留下來過着獨居生活。這些老人家並不是無人關心，只是環境因素，家人未能照顧周全。相對來說，就算老人家可以同家人一齊居住，也未必能全日相伴。由於生活指數上升，大部分家庭都要夫妻一齊出外工作，結果仍是留下老人家獨自在家，言教重於外，也未能及時照應，可惜香港老人院數目不足，未能配合社會需要。

香港社會在照顧老人方面實有不足，老人要能安享晚年，最好是有儲蓄或退休金計劃作保障。現在政府大力進行之強制性公積金計劃也可作為老人保障的一部分，可惜這計劃未能實施，而三只可惠及現今工作之一輩。現有的一輩無依無靠老人家只可領取現在政府的千多元老人金，以現時的生活水準，實不足以糊口。

況且老人家所需要的不僅是金錢上的補助，更重要是關心和照料，就如社會福利署我曾人提出一點，政府有責任照顧老人福利，但若果周圍的鄰居，家人能互相關照，主動地去關懷這些獨居老人，相信他們更加開心和滿足。

另外，政府實有需要檢討現行之老人福利，尤其是居住環境，老人家多數需要別人照顧，現在的單身居所，卻缺乏這方面的安排，若果單身居所的單位能有類似宿舍舍監的職位，照顧獨居老人日常基本需要和設施，相信情況會有所改善。

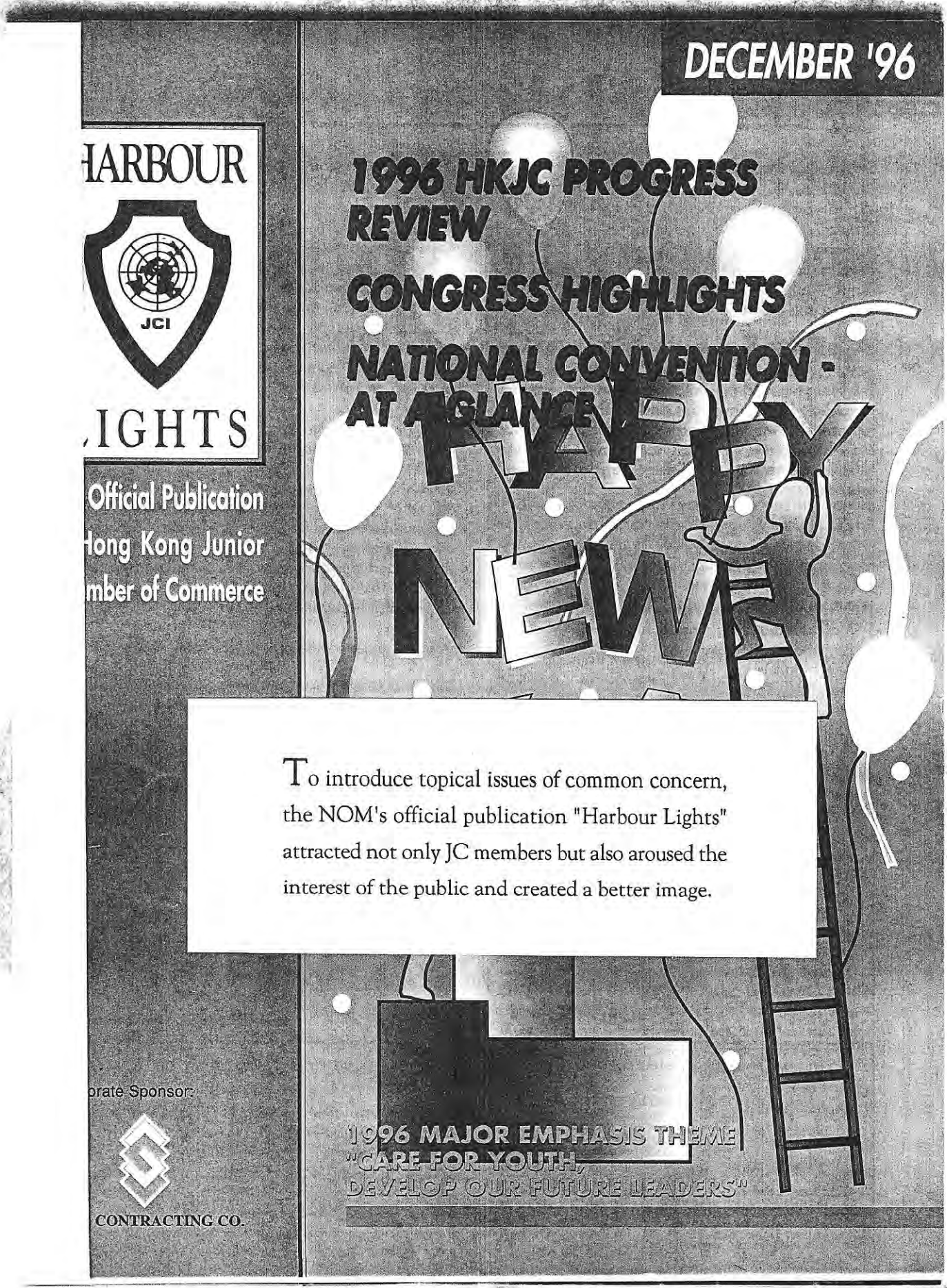
但希望社會各界人士能吸取這次事件教訓，在老人福利上多作關注和改善，令這羣曾為社會繁榮出一分力的老人家能安享晚年。

我能

如果閣下對以上的問題
考慮以下各點：
(一) 我是否希望在各方面
(二) 我是否希望改進修
(三) 我是否願意接受挑
(四) 我是否有參與社會
心?
(五) 我是否希望結交更
子?
如果你的答案是肯定的
乎二十一至四十歲之間，
家庭，請盡快將表格填妥

Originality of Program

HKJC Official Publication "Harbour Lights"



Originality of Program

Promotion via Full Coverage of a Leading Newspaper

This year, Hong Kong's leading Chinese paper, the Hong Kong Economic Times gave detailed reports on the seminars. The paper published excerpts from the various texts of speeches delivered by the speakers. These reports helped tremendous & created good effects as the contents were informative and gave direct impact to target readers.

Daily Circulation 65,000



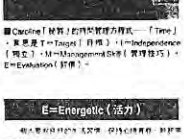


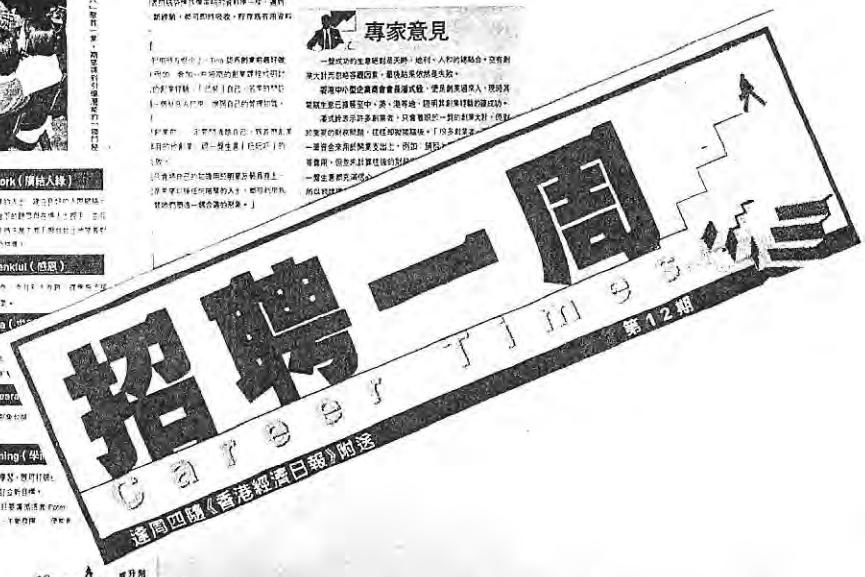












To promote JC as a leadership training organisation, various channels were used to highlight the achievement of the training seminars and their impacts.

Circular



Press Conference



Advertisement

偉強
業攝影工作者

Supplement

2845 8621 / 2543 8913

This was the first time that we had two months of heavy and consecutive coverages in the local newspaper. For the launching press conference we even had a record of having more than 30 journalists.



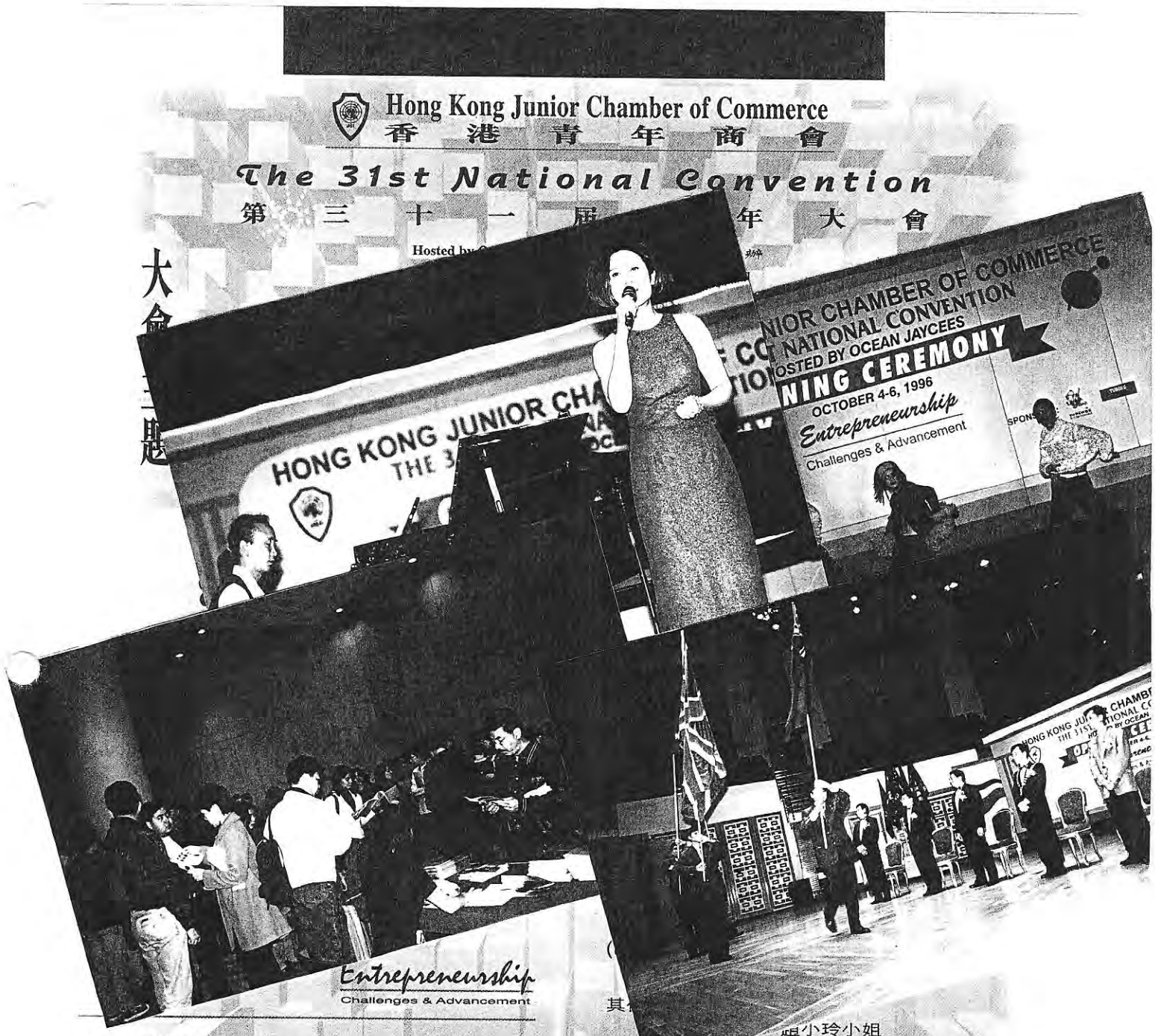








National Convention is one of the major events for the JC organisation. In order to attract more non-JC members to take part in the Opening Ceremony, this year, the program included a variety show which comprised popular singing performances and dancing. Besides, the tickets were open for sale for the first time to the public audience.



贊助機構：

TUBORG take „higher

TOPSONE
新一代(海鷗)卡拉OK有限公司

This performance is presented under the subsidy

其

小玲小姐
重奏：香港銅管樂五重奏
蘇格蘭風笛：香港皇家警察風笛隊成員

以上節目歡迎各界人士入場參觀，費用全免

索取門票辦法：

＊親自前往香港青年商會索取，每人只限二張
地址：香港上環文咸東街60號金閣大廈一字樓

＊附回郵信封寄往上址索取

Hong Kong Junior Chamber of Commerce 1996 Year Planner

Area \ Month	Apr	May	Ju
Administration	Chamber Office Admin		
General Legal Counsel	Corporate Identity S		
International	Kenya Business Conference	JCI Kanazawa ASPAC Conference	
Leadership Development	Public Speaking Contest	Training Seminar	EDP (2)
	Jaycee Acad		
Membership		PMO	
	Monthly		
Public Relations	JC Olympics		
Publication	Harbour Lights		Harbour Lights
Records & Recognition	Library Rules & Regulation	ASPAC Conference Awards	
Secretariat	Monthly Excom Meeting and Bo		
Ten Outstanding Young Persons Selection		TOYP 1st Press Conference	
Theme	Projects under Major		
Treasurer	Membership Dues		

199

Area \ Month	
Administration	
General Legal Counsel	Pc & Di
International	
Leadership Development	
Membership	Pl
Public Relations	Pr Co
Publication	In
Records & Recognition	LC Eff Pr
Secretariat	
Ten Outstanding Young Persons Selection	
Theme	
Treasurer	Jo Me Du

A comprehensive strategy to promote the image of HKJC was one of the main tasks of the year. The "PR in Action" program is an all year-round NOM program covering both external and internal public relations.

The main objectives are to create public awareness of the HKJC, foster goodwill with the media and to strengthen the PR skills for the members.

With the joint efforts of the Public Relations Commission, China Affairs Commission, Business Network Club and International Affairs Commission, our relationship with other organisations has improved enormously locally and internationally. Moreover there were regular quarterly meetings for the PR Directors to exchange news of community service nature.

Numerous training programs held systematically to cater for the needs of members to raise the standard of their communication skills.

To accomplish these objectives, setting a thorough plan of action and standard of performance to individual commission are important.

To help to disseminate more information to the public, a series of press conferences were held during the year. This obviously gave a wider impact to the journalists and the public in the various JC movements.

Project Name	Press Conference Date	No. of Press Attended
TOYP	23.6.96	16
National Convention	29.9.96	10
TOYP	21.10.96	30
Inauguration/MET Kick Off	11.01.97	12



Ten Outstanding Young Person Selection - Awardee Announcement



31st National Convention



Inauguration/MET Kick Off Ceremony

Ten Outstanding Young Person Selection - Cheque Presentation



To strengthen external relationship with local government bodies, the Public Relations Commission arranged a number of courtesy visits to various government departments and to exchange ideas and views with their top officials.

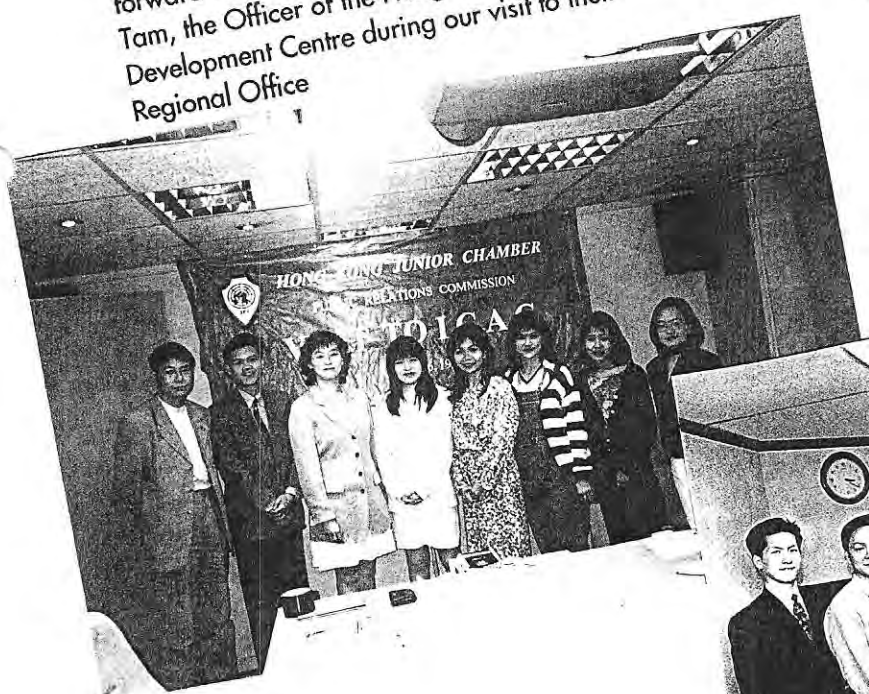


Mrs. Lau, the Director of Home Affairs, gave us many valuable advice on how to establish linkage with the District Offices



By visiting the Director of Trade, Mr. Alan Lai, we also promoted our Major Emphasis Theme by presenting an "MET Umbrella" to him as souvenir

A number of briberty related cases were put forward for discussion with Miss Loretta Tam, the Officer of the Hong Kong Ethics Development Centre during our visit to their Regional Office





Sing Tao Daily (Daily Circulation : 150,000)

A bi-weekly coverage taking up half a page of space. The edition, named "JC Pulse", was arranged in the leading local Chinese newspaper throughout the year for promotion of JC image and to show our concern to the community. This served as a channel to publicise our major NOM program and LOM activities.

The following topics were designed :

1996	April	Goal Setting How to Enjoy Life ?
	May	A series of Major Emphasis Theme Project IBN Kenya Business Conference JC Olympic
	June	Kanazawa ASPAC MET Kick Off Ceremony
	July & August	Ten Outstanding Young Person Selection
	September	Neuro Linguistic Programming
	October	National Convention Grandparents Day
	November	Ten Outstanding Young Person Selection Awardee
	December	Pusan World Congress
1997	January	HKJC Inaugural Ball MET Kick Off Ceremony
	February	Executive Development Programme
	March	How to Set Up Your Own Business
	April	Public Speaking Contest

Press Supplements

A series of supplements were also arranged to inform the public on the major events.

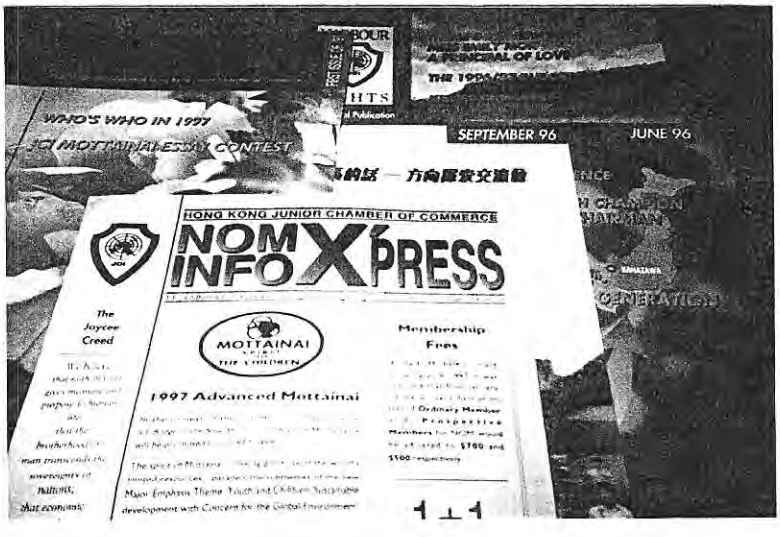
Interviews

As very good relationship are established with the Press, regular gatherings with the media and to conduct interviews for better communication results..

Various channels were used to promote the JC image. Apart from the wide coverage of the media, a comprehensive network of distributing leaflets and official publication was also effective. Members' participation in different social groups was also important for endorsing our status.



The official publications were widely distributed to the HKJC Members, Past Presidents, Senators, Prospective members, AIESEC (HKG), District Board, District Officers, Libruaries, Media, Government Chiefs etc.



常委團體：
香港青年聯會
新界青年聯會
香港青年商會
學友社
香港青年會
香港青年協進會
香港中國企業協會青年委員會
香港新一代文化協會

執委團體：
新界社團聯會青年中心
大埔青年協會
元朗青年聯會
離島區青年聯會
長洲海燕體育會
香港工會聯合會及文康事務委員會
義務工作發展局
香港國際青年領袖協會
中山大學法律系香港同學會
香港新一代大專學壇
北區青年協會
西貢文化中心
葵青青年團
青聯體育會
青暉文化康樂社
香港青少年國樂團
香港嘉應商會青年部
香港鴨脷洲婦女會健康大使
荃灣青年會
福建各界青年
沙田青年協會
沙田健康體育會
育毅社
新界西區居民聯會青年部
中國赴港專才聯誼會
香港中華出入口商會青年部
香港中華總商會青年委員會
香港傷殘青年協會
聲藝文化協會
新一代之友
香港潮州商會青年委員會
香港童軍總會
傑出青年協會

委員團體：
香港中華基督教青年會
香港教育工作者聯會
國際經濟學商學生協會香港分會
觀塘扶輪青年服務團
觀塘民聯會青年義工團
粵海青年委員會
香港青年大專學生協會
香港南區婦女會
香港青年協會
雲海藝術團
香港青年工業家協會

In order to maintain good relationship with other organisations, members actively participated in various events to show their support and to exchange views.



HKJC attended the Spring Festival Reception annually



We always show our concern to the handicapped



Great opportunity to meet the government chiefs & the councillors at the non-JC community activities



Special co-operation with Chiyu Banking Corporation by offering the JC members the first HKJC Credit Card

AIESEC

Jan 23, 1997
Mr Henry U
Hong Kong Junior Chamber of Commerce
1st Floor, 60 Bonham Strand East
Sheung Wan, Hong Kong

Dear Henry,

Invitation

Established in 1967 by a group o
stepping into her 30th Anniversary. T
7th March, 1997(Fri.) at the Memo
Valley from 6:00p.m. to 10:00p.m.

As approaching the 1997, challenge
encounter that changes, especially
Enlightening Future Leaders in th
Annual Dinner. Besides, we are hon
Railway Corporation and first Natio
an enlightening speech on that night.

Realizing our achievement in the p
courteously invite you to share the n
alumni and current AIESECers to j
contribute to the success of the event

Should you have any inquiry, please
looking forward to seeing you in the

Yours sincerely,

Jason Yiu
AIESEC-Hong Kon
National Committee
External Relations

P.S. Enclosed with a rep

香港青年聯會有限公司
HONG KONG UNITED YOUTH ASSOCIATION LIMITED
Tel 2598 9385 Fax 2598 9767

致：香港特別行政區籌備委

香港青年聯會成立於
及其屬下各省市青聯的建
是支持一國兩制及推廣香
動香港和內地青年的相互

九七回歸日漸臨近，
繁榮穩定，是我們同負的
責，故而欲推荐以下四十
業、為香港經濟發展、社

恭頌示祺！

香港青聯

HONG KONG ASSOCIATION OF SECRETARIES
香港秘書會
Correspondence Address: GPO BOX 6255 HONG KONG

Mr Henry U
1997 National President
Hong Kong Junior Chamber of Commerce
1st Floor, 60 Bonham Strand East
Sheung Wan, Hong Kong

The International Association of Lions Clubs
(Lions Clubs International®)

District 303 — Hong Kong & Macau
8037 Dominion Centre, 43-59 Queen's Road East, Hong Kong
Tel: (852) 2520 0316 Telefax: (852) 2865 1117
Cable Address: "LIONSINTEL" Hong Kong

國際獅子總會港澳三〇三區
香港皇后大道東43-59號東美中心803-7室
電話：二五二〇〇三一六
電文傳真：二八六五一一一七

WE SERVE

February 10, 1997

Mr. Henry U Kwok Hung
National President
HK Junior Chamber of Commerce
1/F., 60-62 Bonham Street East
Hong Kong

Dear Mr U,

Lic
Joint Charity F

On behalf of the organizing committee o
to be our VIP Guest of the event on Su
Sports Institute, Fo Tan, Shatin, New Te

The Lions Charity Walk is an Annual
International District 303 Hong Kong &
President of Legislative Council, Mr. And

Your presence will not only add grace t
inspirational to our Lion members. M
February 26, 1997 to Miss Ada Chan (Te
facilitate the necessary arrangements.

Looking forward with much anticipation to
your family a very productive Chinese New

Yours sincerely,

So Chun Yu
District Governor
Lions Clubs International
District 303 - Hong Kong & Macau

es Week 1997

kindness of sending HKAS a piece of message
ries Week" in April 1997. We are glad to let
blished in our

ng

ir

Tan Hian Tsin
3 Ubi Avenue 3
c/o No. 3 Ubi Avenue 3
Crocodile House #07-00
Singapore 408857

September 2, 1996

Mr. Justin Lui
National President
HONG KONG JUNIOR CHAMBER OF COMMERCE
1/F 60 Bonham Strand East
Sheung Wan
Hong Kong

Dear Mr. Lui

By Mail

THE HOPE LIBRARY IN CHINA

With reference to the abovementioned, I send herewith:

(1) Four (4) donation forms from the following Jaycee Chapters:

(a) City Junior Chamber of Singapore;
(b) Orchid Jaycettes of Singapore;
(c) Jaycees Johor Bahru, Malaysia; and
(d) Kuala Lumpur Junior Chamber, Malaysia

and

(2) a bank draft (SCB013411) of HKD12,000.00 (each donor = HKD3,000.00) payable to Hong Kong Junior Chamber of Commerce sponsored by Crocodile International Pte Ltd for your kind attention.

Kindly acknowledge receipt by signing and returning a copy of this letter.

Best Regards,

TAN HIAN TSIN

Encl:

cc: City Junior Chamber of Singapore
Orchid Jaycettes of Singapore
Jaycees Johor Bahru, Malaysia
Kuala Lumpur Junior Chamber, Malaysia

hkjunior.doc

TERNATIONAL

As a result of the regular maintenance of PR profile in various external organisations, HKJC constantly receive invitations from these associations to act as speakers, guests etc. in their functions

HONG KONG JUNIOR CHAMBER OF COMMERCE

The Public Relations Handbook was updated annually. This Handbook contains the guidelines and recommendations on consolidating the organisation's corporate image, standardisation on the use of stationaries and banners. There are also guidelines for organising press conference and the reference list of the major government bodies, councillors and media contacts.

PUBLIC RELATIONS HANDBOOK

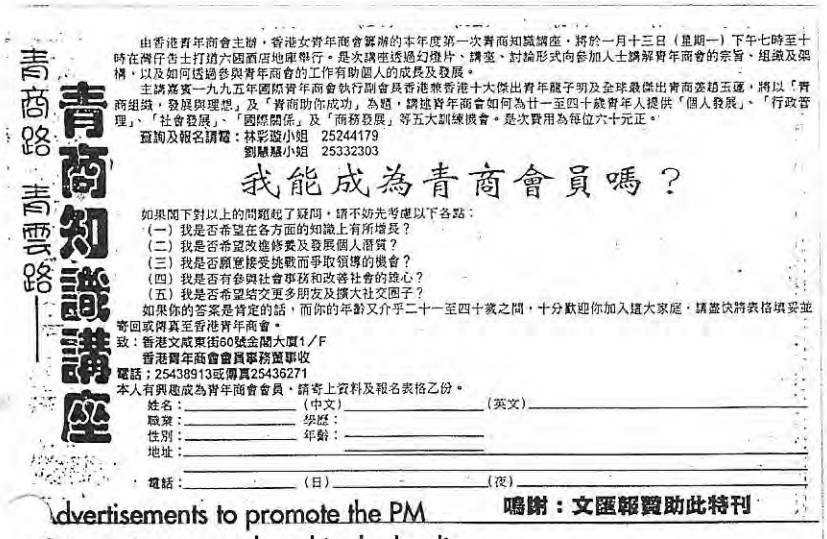
1997

THIRD EDITION
APRIL 1997

HKJC has significantly upgraded its social status by successfully positioning ourselves as a top youth leadership development organisation through the PR series. This image building activity has added momentum to our membership recruitment effects.

This year, 6 Prespective Member Orientations were held bi-monthly and they attracted more than 980 participants to join us. Among them, over 300 prospective members became full members.

Date	Total of Participants
09 May '96	216
11 July '96	125
17 September '96	150
02 November '96	70
13 January '97	220
08 March '97	200



青商路 青雲路

青商知識講座

由香港青年商會主辦，香港女青年商會冀辦的本年度第一次青商知識講座，將於一月十三日（星期一）下午七時至十時在灣仔告士打道六國酒店地庫舉行。是次講座透過幻燈片、講座、討論形式向參加人士講解青年商會的宗旨、組織及架構，以及如何透過參與青年商會的工作有助個人的成長及發展。

主講嘉賓一九九五年國際青年商會執行副會長香港無冕香港十大傑出青年龍子明及全球最傑出青商姜超玉匯，將以「青商組織，發展與理想」及「青商助你成功」為題，講述青年商會如何為廿一至四十歲青年人提供「個人發展」、「行政管理」、「社會發展」、「國際關係」及「商務發展」等五大訓練機會。是次費用為每位六十元正。

查詢及報名請電：林影遊小姐 25244179
劉慧驊小姐 25332303

我能成為青商會員嗎？

如果閣下對以上的問題起了疑問，請不妨先考慮以下各點：
（一）我是否希望在各方面的知識上有所增長？
（二）我是否希望改進修養及發展個人潛質？
（三）我是否願意接受挑戰而爭取領導的機會？
（四）我是否有參與社會事務和改善社會的決心？
（五）我是否希望結交更多朋友及擴大社交圈子？

如果你的答案是肯定的話，而你的年齡又介乎二十一至四十歲之間，十分歡迎你加入這大家庭，請盡快將表格填妥並寄回或傳真至香港青年商會。

致：香港文咸東街60號金閣大廈1／F
香港青年商會會員事務董事收
電話：25438913或傳真25436271

本人有興趣成為青年商會會員，請寄上資料及報名表格乙份。

姓名：_____（中文）_____（英文）_____
職業：_____學歷：_____
性別：_____年齡：_____
地址：_____
_____
電話：_____（日）_____（夜）_____

鳴謝：文匯報贊助此特刊

Advertisements to promote the PM Orientation were placed in the leading newspapers





The promotion leaflets were disttibuted through the bookstores, public libraries, department stores, professional organisations, community centres etc.

To improve on the public speaking skills, seminars & contests were held annually. In these programs, celebrities, professionals and educators were invited as speakers.

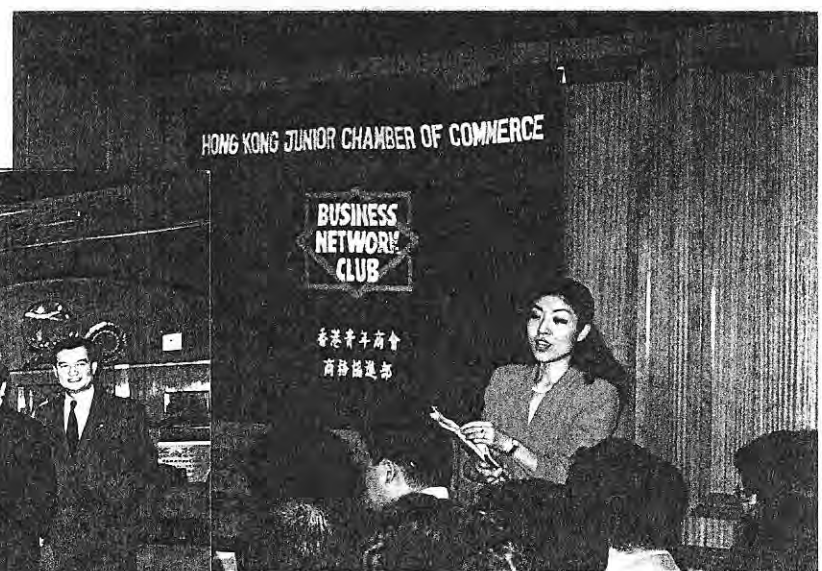






With the excellent network of HKJC, members had many opportunities to exposure their business professionalism both in Hong Kong and worldwide.





Spiritual and financial support rendered by Past National Presidents, Senators and Senior Members had helped to bridge the generation gap between the old and the new members. These also promoted mutual understanding and support among members.



Senior Jaycees were being praised in the "Graduation Ceremony" at the National Convention



Fellowship gatherings cultivate friendship among members





Past National Presidents supported the Inaugural Ball

The NOM officers frequently attended regular gatherings and meetings to facilitate communication and better understanding in NOM and LOM policies which eventually achieved experience sharing results.



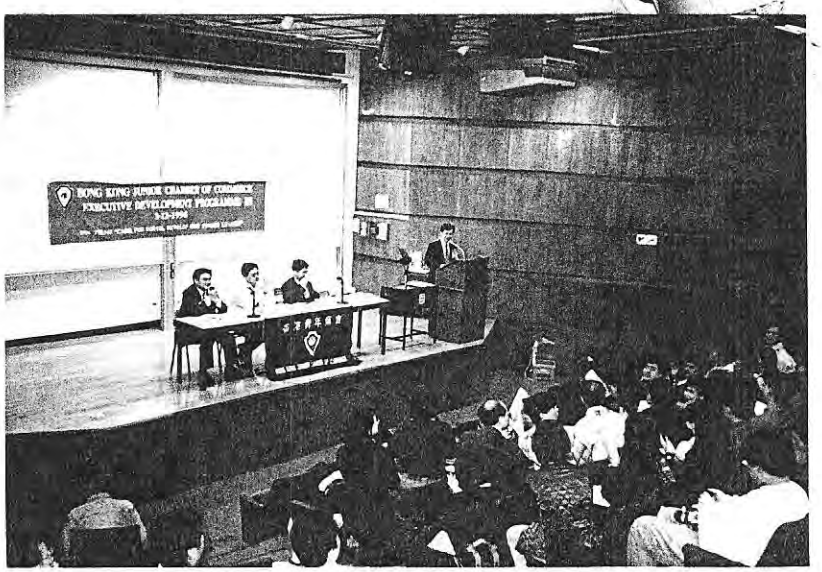
National President sharing with LOM Presidents during the joint meeting



NOM officers sharing with the LOM directors during the Joint Directors Meeting



Inspirational talk during National President's visit to LOM Board Meeting



Joint Directors Meetings were held during the Executive Development Programmes

HKJC maintains good corporate image and establishes long term relationship with the government bodies and commercial organisations. This has great help in the securing of sponsorship of projects. Government Department Heads and celebrities are frequently invited as Guests of Honour, Speakers, Patrons, etc.

Sponsorship for Major NOM Events

Project Name	Company/Guest Name	Donation
Public Speaking Seminar	The Hon Emily Lau	Speaker
	Mr. Derek Sung	
	Mr. Richard Chang	
	Dr. Leo Yam	
Public Speaking Contest	Mr. George Chan	Judge
	Mr. Derek Sung	
TOYP Selection	Manulife Int'l Ltd.	US$44,872
	The Hon Mrs. Anson Chan	Patron
	Mr. Stephen S.K. Ip	Judge
	Sir Roger Lobo	
	The Hon. Ms. rosanna Wong	
	Mr. Roger Luk	
	Arthur Andersen & Co.	Consultant
	Cable Guide, Apply Daily,	Free Advert
	Next Magazine, Sing Tao	
	Daily, HK Standard,	
	HK Economic Times	
	RTHK	Air Time
	Hang Seng Bank	Distribution of Leaflets
	Chase Manhattan Bank	
	MTR, KCR	
National Convention	Top One Karaoke	US$19,231
	Tuborg Beer	US$ 6,410
	Mr. Gordon Siu, JP	G.O.H.
	The Hon James Tien OBE	Speaker
	Mr. Eddy Li	
	Mr. John Wan	
	Mr. Valent Lee	
Inaugural Ball	Mrs. Shelley Lau, OBE, JP	G.O.H.
	HK Telocom, Express Holiday	Prizes
	Angel Beauty, Asia Fur, PUMA.	
	Modern Beauty	

This year, we are honour to have three celebrities as the Hon Advisors of HKJC

范徐麗泰 Rita Fan

GOVERNMENT SECRETARIAT
LOWER ALBERT ROAD
HONG KONG

布政司署
香港下亞厘畢道

6 August 1996

本署檔號 Our Ref.: ESB 7/8/95
來函檔號 Your Ref.:

FX(1997)050

Mr. Justin Lui
National President
Hong Kong Junior Chamber of Commerce
1/F
60 Bonham Strand East
Sheung Wan
Hong Kong

香港青年商會
余國雄會長台鑒:

一月十三日來函已悉。

本人十分高興地接受 閣下的邀請，擔任 貴會名譽顧問。謹祝 貴會會務宏展。

新春伊始，誠摯祝愿 閣下及 貴會同仁在新的一年里

身體健康！万事勝意！

范徐麗泰
范徐麗泰
1997年2月13日

Dear Mr. Lui,

Invitation as Guest of Honour
1996 Ten Outstanding Young Persons Selection

Thank you for your letter of 30 July 1996. I am pleased to accept your kind invitation and look forward to seeing you at the Presentation Ceremony on 17 November 1996.

Yours sincerely,

(Stephen Ip)
Secretary for Economic Services



We continued to have Manulife Int'l Ltd to be our sole sponsor and Mrs. Anson Chan, CBE, JP to be our Patron of the TOYP Selection

Karaoke & Beer sponsors in Top Gear for the National Convention

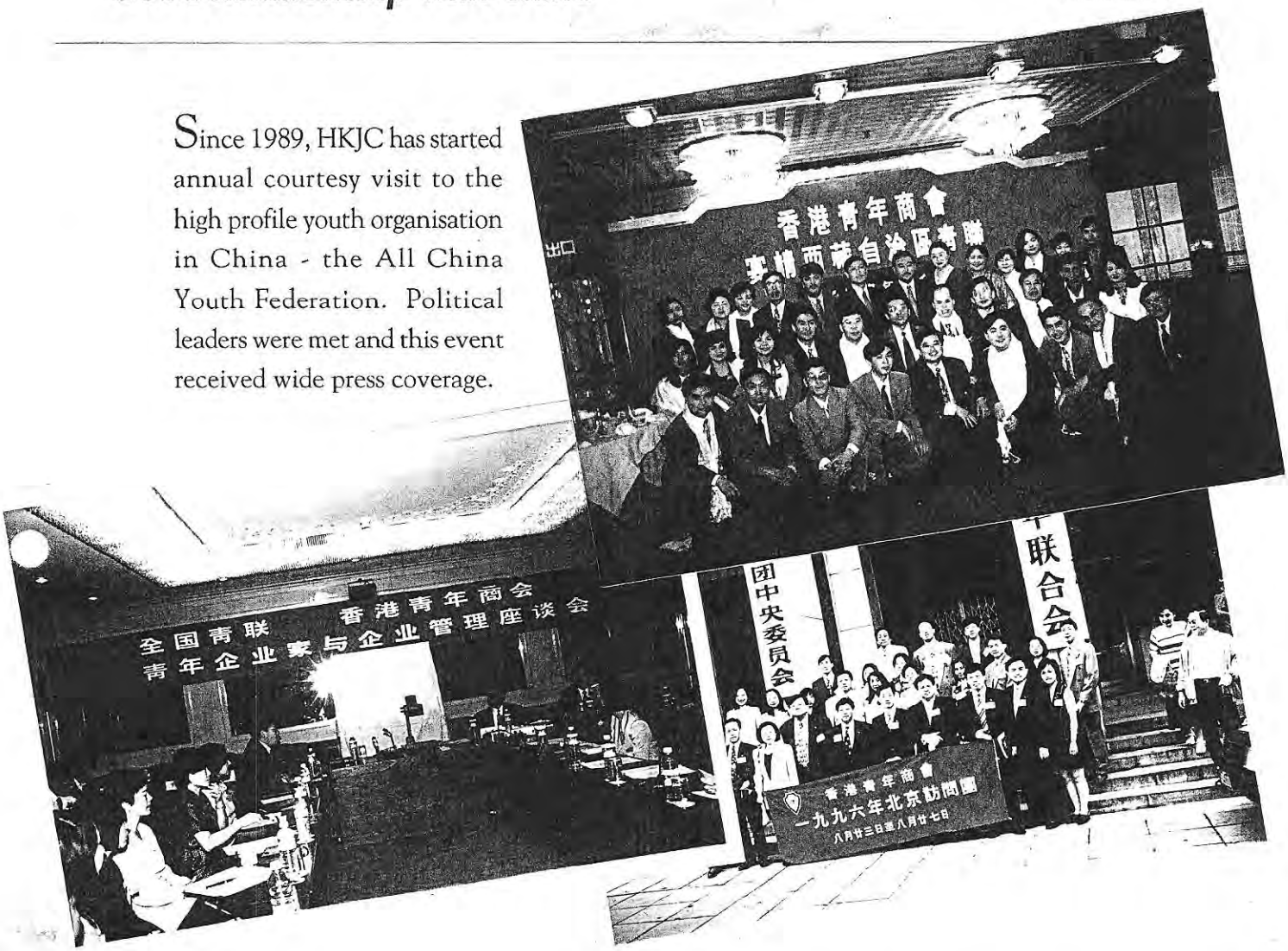




External Benefit to NOM

Good Relationship with China

Since 1989, HKJC has started annual courtesy visit to the high profile youth organisation in China - the All China Youth Federation. Political leaders were met and this event received wide press coverage.



Our relationship with Xinhua News Agency in Hong Kong has also been deepened through frequent meetings and gatherings

The Hope Library （希望書庫）

The Hope Library（希望書庫）is an extension of the Project Hope（希望工程）. This project aims at soliciting donors for producing sets of books to be used by students in China. Each set of books consists 500 books of different interests and will cost HK$3,000. The donor of each set of books will have his name imprinted on the books. HKJC is one of the co-organizers of this project and will be responsible for some of the promotion exhibitions.



Ribbon cutting ceremony by officials from Xin Hua News Agency.





昨會見港青商會訪京團

陳滋英講述台港關係

須維護一個中國原則

港民間團體可保持國際聯繫

Public awareness has been enhanced and the social network of HKJC has been remarkably extended as a result of good relationship established with other local authorities. We were invited by the Government to take part in various committee related to youth and community projects.

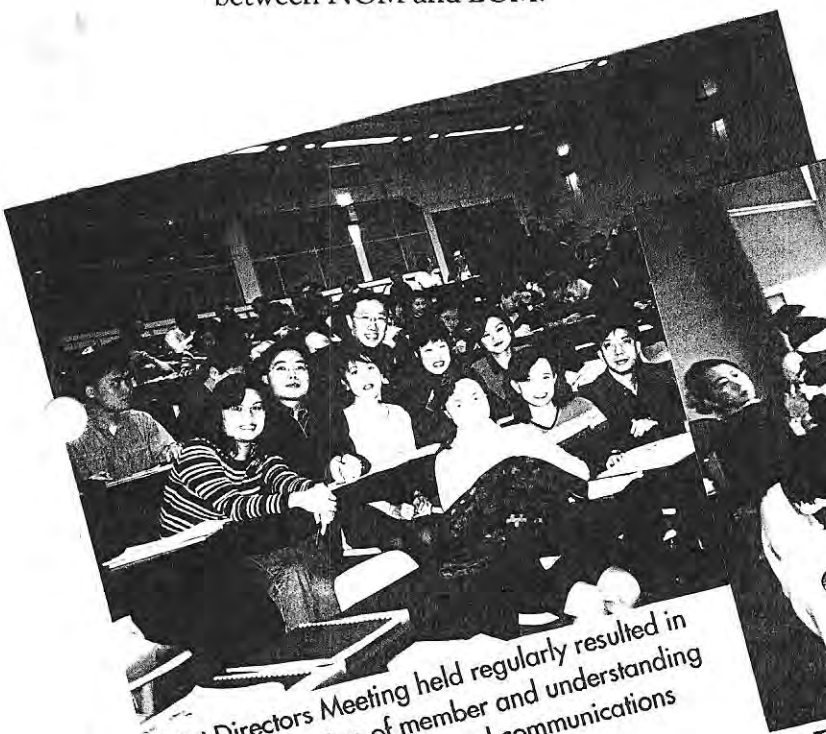
HKJC Members' Special Appointments
By Government Authorities

Position	No. of Member
Justice of the Peace	1
Chairman, HK Broadcasting Authority	1
Hon Life VP, Olympic Council of Asia	1
Member, Political Consultative Committee	5
Exe. Member, Guangdong All Youth Federation	4
Advisor, Panel of Film Censorship	3
Member, Criminal & Law Enforcement Board	2
Member, District Office	10
Advisor, HK District Affairs	7
Councillor, Urban Council	2
Co-opted Member, Regional Council	8
Member, Commission on Youth	6
Member, Traffic & Transport Committee	6
Member, Town Planning Board	8
Member, Civil Education Committee	6
Adjudicator, Obscene Articles Tribunal	2
Member, Education Services Unit	3



The Governor Chris joined the NOM Officers & LOM Presidents to take the memorable picture with the high spirit JC team at the sign-in ceremony in the New Year Day at the Governor's House

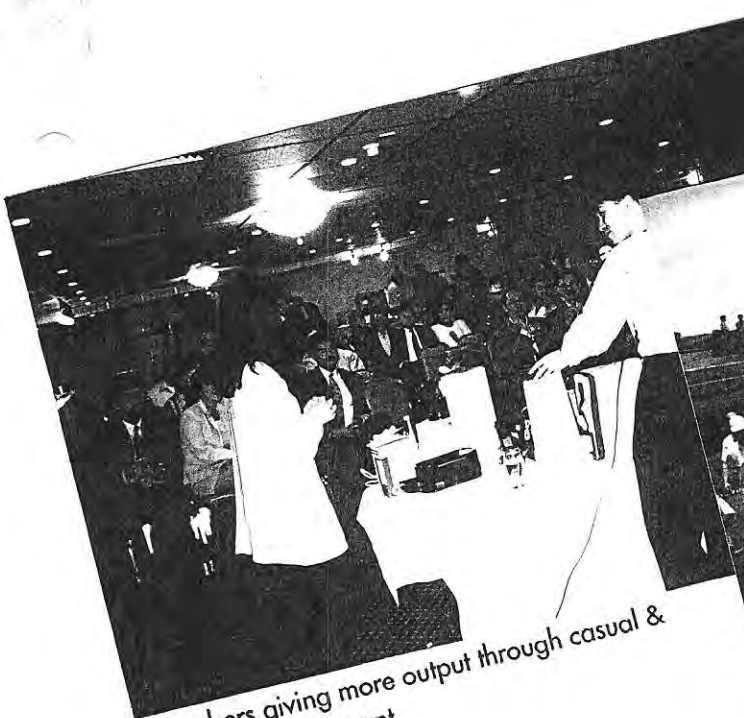
The "PR in Action" program successfully generated an atmosphere of trust and harmony between NOM and LOM.



Joint Directors Meeting held regularly resulted in more participation of member and understanding of inter chapter activities and communications



The fun created built the atmosphere & helped to maintain the learning spirits high



Members giving more output through casual & relaxing environment



The JC Olympics - Exciting inter-chapter game

Members Participation To NOM Major Activities

Project Name	Event Date	No. of LOMs Participated	No. of Members Participated
Public Speaking Seminar	18 Apri '96	18	155
Public Speaking Contest	27 April '96	18	120
Kenya Business Conference	24-27 April '96	6	8
JC Olympics	28 April '96	18	420
PM Orientation	09 May '96	18	216
Kanazawa ASPAC Conference	23-26 May '96	18	140
Executive Development Program	09 June '96	18	198
PR Seminar	22 & 29 June '96	18	123
TOYP 1st Press Conference	23 June '96	18	45
The Power of Now Seminar	06 July '96	18	257
PM Orientation	11 July '96	18	125
Visit to All China Youth Federation	23-27 August '96	18	28
PM Orientation	07 September '96	18	150
National Convention Press Conf.	29 September '96	12	38
31st National Convention	04-06 October '96	18	440
TOYP 2nd Press Conference	21 October '96	18	53
PM Orientation	02 November '96	18	70
Pusan World Congress	10-15 Nov '96	18	47
TOYP Awards Ceremony	21 November '96	18	120
Executive Development Program	01 December '96	18	217
New Year Sign In	01 January '97	18	50
Press Conference/MET Kick Off	11 January '97	18	75
Inaugural Ball	11 January '97	18	435
PM Orientation	13 January '97	18	220
Executive Development Program	02 February '97	18	233
Business Training Seminar	02 March '97	18	150
PM Orientation	08 March '97	18	200
Public Speaking Seminar	24 March '97	18	152
Public Speaking Contest	12 April '97	18	102

Sub Total : 4587

Almost 100% participation from LOMs

To produce good quality and large number of NOM publications and regular press columns really need the joint efforts of JC members.



HKJC recevied the "Most Outstanding NOM Publication Award" for the five consecutive years. Well Done !!



Seminars

Members were encouraged to participate more actively in training seminars in order to improve on their PR techniques, marketing know-how and to develop a stronger sense of belonging to the organisation.



Public Speaking Contest



Public Relations Seminar



Business Training Seminar



Executive Development Program