

2016 - 2017 ANNUAL 年 REPORT 報

周年紀念特刊



工作 聯繫
尊嚴 與 未來

Work Connects Dignity & Future



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賀辭

Congratulatory Notes



同心建社
砥礪前行

行政長官林鄭月娥



明達聯繫有限公司創業十五周年紀念特刊



助民良範
溥益社羣

政務司司長張建宗



明達聯繫有限公司創業十五周年紀念特刊



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Congratulatory Notes



明心匠智
愛德盈途

勞工及福利局局長翟敦光



明達聯繫有限公司創業十五周年誌慶



同途共勉
播惠揚康

食物及衛生局局長陳肇始



香港心理衛生會明達聯繫有限公司
創業十五周年紀念特刊



功在社會

商務及經濟發展局局長邱騰華



明達聯繫有限公司創業十五周年誌慶

賀辭 Congratulatory Notes



啟能助弱
 績望並彰

社會福利署署長葉文嫻



明達聯繫有限公司十五周年紀念



互助津梁
 自強新天

民政事務總署署長謝小華敬賀

香港心理衛生會明達聯繫有限公司十五周年誌慶



復康展能
 共創明途

工業貿易署署長魏美薇



明達聯繫有限公司創業十五周年紀念特刊



展才弘愛
 關愛惠群

署理勞工處長李寶儀 敬賀

香港心理衛生會明達聯繫有限公司十五周年誌慶

賀辭

Congratulatory Notes



關愛扶弱 各展所能
普施仁愛 惠澤社群

醫院管理局行政總裁梁栢賢



香港心理衛生會明途聯繫有限公司創業十五周年誌慶



明途繫我心
社企展才能

平等機會委員會主席陳章明 敬賀

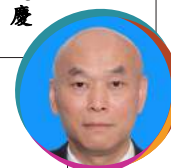
明途聯繫有限公司創業十五周年誌慶



關愛同行
共創明途

香港社會服務聯會
行政總裁蔡海偉 敬賀

香港心理衛生會明途聯繫有限公司十五周年誌慶



熱心社務

促進殘疾人士就業諮詢委員會
主席梁德興 敬賀

明途聯繫有限公司創業十五周年誌慶



明途共濟
惠澤社群

「伙伴倡自強」社區協作計劃委員會主席
蕭楚基先生 敬賀

明途聯繫有限公司創業十五周年誌慶

序言 (一) Foreword I



盧德臨醫生

香港心理衛生會執行委員會主席

Dr. Lo Tak-lam

Chairman

Executive Committee of the Mental Health Association of
Hong Kong

2017年是香港心理衛生會附屬公司－明途聯繫有限公司成立十五周年，母會與「明途聯繫」同路同步，透過發展社會企業，致力為殘疾人士和弱勢社群創造就業和多元化的訓練機會，一路走來，看見成果豐碩，對社會發揮重要的影響力。

十五年來，「明途聯繫」一直堅持創業的初心，以社會企業模式開展多元化業務，並且持續創新。由初期以人力密集的清潔及零售業務起始，繼而發展出版、市場推廣及餐飲服務，近年更緊隨社會及市場趨勢，致力發展網購業務，讓殘疾人士可以在不同的產業學習，發展所長，重獲家庭角色和社會地位。

雖然近年社會人士對精神病患康復者抱持更開放及接納的態度，然而他們仍需依靠自身的勇氣、信念及毅力去學習新技能、適應新環境及面對新工作上的挑戰。上司和同事的接受、包容、關心和鼓勵，往往成為他們重新融入社會的助力。「明途聯繫」最近一次職員工作滿意度調查的結果顯示：九成以上殘疾僱員的精神狀況較未入職前穩定，並表示他們在社交技能、家庭關係及重新融入社會上有正面影響，這些改變正正是本會辦社企所樂見的效果。

在此特別感謝「明途聯繫」董事會主席黎守信醫生十多年來不辭勞苦，帶領董事會成員獻謀劃策，讓香港心理衛生會的社會企業茁壯成長。「明途聯繫」有今天的成就，本人十分肯定是同事們在過去的日子，迎難而上，竭盡所能所致。傳承以人為本的公司文化，建立工作間的精神健康，更與本會的機構願景－「精神健康，全民共享」如出一轍。最後，祝願「明途聯繫」業務蒸蒸日上，再創新的里程。

Year 2017 marked the 15th anniversary of MentalCare Connect Company Limited ("MentalCare Connect"), the subsidiary company of the Mental Health Association of Hong Kong. "MentalCare Connect" creates training and job opportunities to the disabled and disadvantaged people via developing different social enterprise projects. The outcomes are fruitful and the impact is far reaching in the society.

Throughout the years, "MentalCare Connect" adheres to a steadfast belief in developing comprehensive and innovative social enterprise projects. The Company started from the labour intensive businesses – cleansing and retail, and further emerged into publishing, marketing & promotion and catering services. The Company is also attentive to the social and marketing trends in recent years and further developing the online business. All these enhance the disabled staff to learn different skills from various business sectors and further develop their strengths. Their roles in both the family and society can be respected.

Despite the public is more inclusive to the people in recovery, their own courage, belief and perseverance are essential for learning new skill, adapting to new environment and face the challenges. In this transformation, the supervisors' and colleagues' acceptance, inclusiveness, care and encouragement are paramount for their re-emergence to the society. Recently, "MentalCare Connect" has conducted an employee satisfaction survey, most of the disabled staff recognized their mental condition is more stable after securing a job in the Company. In addition there are positive impact to enhance their social skills, family relationship and social acceptance. All these demonstrate the rewarding results from the social enterprise development by the Association.

Last but not least, heartfelt gratitude was due to Dr. Benjamin Lai, the Chairman of Board of Directors of the Company. His

consistent endeavor and outstanding leadership facilitate the growth of MHAHK's social enterprise in the past ten years. Our staff delivers utmost efforts with caring and supporting the colleagues and also leading to the current. These are the keys of success of "MentalCare Connect". This further epitomes the actualization of MHAHK's vision – "Mental Health For All". Lastly, I wish every success of "MentalCare Connect" in the future development.



序言 (二) Foreword II



黎守信醫生
明途聯繫有限公司董事會主席
Dr. Benjamin Lai
Chairman
Board of Directors of
MentalCare Connect Company Limited

本人欣然分享過去一年「明途聯繫」業務上的持續增長及發展動向，以及迎來公司十五周年誌慶的喜悅。

首先感謝民政事務局及社會福利署各主要官員在政策上不斷的推陳出新，醫院管理局對殘疾人士就業的支持，加上公、私營機構及各持份者的配合，以至「明途聯繫」的業務於過去五年在艱難的營運環境下仍能持續增長。2016-17年度，公司的營業額達一億一千九百餘萬港元，較往年增長百分之九，與過往五年比較更增長近七成。純利亦達十一萬九千港元。「明途聯繫」一直堅持為精神病康復者及弱勢社群創造訓練及就業機會，並且維持殘疾及弱勢僱員人數比例達七成以上。

十五年來，「明途聯繫」總共從「創業展才能」計劃及「伙伴倡自強」社區協作計劃獲得種籽基金撥款約一千六百萬港元，母會—香港心理衛生會亦注入約三百萬港元的股本，結果為殘疾人士及弱勢社群創造了七千萬港元的薪津，估計因他們的穩定就業為社會節省了八千萬港元。足見社會企業能夠發揮社會資本的乘數效應。

事實上，董事會及「明途聯繫」的管理人員在平衡公司的雙底線—營利及社會使命上經常面臨考驗。良性的競爭能優化服務及改善生產力；惡性競爭則導致不必要的市場扭曲、資源浪費、為生產力帶來負面影響及導致前線同事無法穩定工作。社會企業的核心價值與其他公營機構可能有所不同，但在使命而言卻應該是殊途同歸。我期望公營機構和社會企業能攜手推動工作間精神健康，以及促進社會健康發展以達致為弱勢社群締造最佳利益。

「明途聯繫」的成功實有賴香港心理衛生會執行委員會的承擔和支持，本人對此表示衷心感激。我亦對董事局成員努力不懈地為公司發展提出建議、方向及支持表示感謝。

最後，必須感謝「明途聯繫」的行政總裁鍾偉成先生及其團隊所作出的貢獻及努力，帶動公司的持續成長和進步。



It is my pleasure to share with you the delight and excitement on the continuing growth and development of “MentalCare Connect” over the past year and particularly so on the 15th anniversary of the Company.

Thanks for the continual promotion of the social enterprise policies by the major government officials of Home Affairs Bureau and Social Welfare Department and the supports to the policies enhancing the employment of disabled in the hospitals by the Hospital Authority, corporations in the private sector, non-government organizations and other stake-holders, the Company has continued to grow and develop through the challenges, ups and downs over the past five years. The turnover of Company has grown to a hundred and nineteen million Hong Kong dollars in the year with an overall growth of around 9% over the previous year and the growth as compared with the past five years is around 70%. The net profit in the last year is around one hundred and nineteen thousand dollars. The Company has continued to create training and employment opportunities for the disabled & disadvantaged and maintained a percentage of disabled employees of approx. 70%.

Over the past fifteen years our Company has received a total funding of around HK\$16 million from the Enhancing Employment of People with Disabilities through Social Enterprise Project and the Enhancing Self-Reliance Through District Partnership Programme. The mother organization has also injected investment capital of HK\$3 million for acquiring the shares of “MentalCare Connect”. A total sum of approximately HK\$70 million has been recreated for the disabled and disadvantaged persons as salary. The sum of money saved through the decrease in social security and retraining expenses is approx. HK\$80,000,000. This witnesses that social enterprises can function the multiplier effect of social capital.

The conflict and balance between the double bottom lines in the Company - profit and social mission, has continued to put the Board and the management executives of the Company into repeated challenges. While healthy competition is a way for enhancement of service development and improvement in productivity, vicious competition leads to the unnecessary distortion of the market, wastage of resources, and the adverse impact in productivity and the livelihood of the front-line workers. The core values of social enterprise may vary between different non-government organizations, I guess social mission should be a shared mission. I hope that non-government organizations and social enterprise can also join hands with us in the promotion of mental health in the workplace, and promotion of healthy development of social enterprise for the benefit of the disabled and disadvantaged persons in Hong Kong.

I am grateful for Mr. Chung Wai Shing, our Chief Executive Officer, and his dedicated staff for their dedication and hard work for the success of the Company.



十五周年發展里程 Milestones for 15 Years

2002



香港心理衛生會成立明途聯繫有限公司與社會福利署簽訂合約，成為「創業展才能」計劃首批獲資助的社會企業。
MHAHK established MentalCare Connect Company Limited and further contracted with Social Welfare Department. The Company was the first batch of social enterprise receiving the funding from "Enhancing Self-Reliance Through District Partnership Programme" for setting up the business.

時任社會福利署署長林鄭月娥太平紳士擔任家品店及「卓思廊」律敦治醫院便利店的剪綵嘉賓。
The then Director of Social Welfare, Mrs. Carrie Lam, JP was the officiating guest of the opening ceremonies of home appliance store and "Cheers Gallery" Ruttonjee Hospital Convenience Store.

2003



「明途聯繫」投得將軍澳醫院復康用品店的經營權。
"MentalCare Connect" successfully bid for the operations of Rehab Shop in Tseung Kwan O Hospital.

2005

在部份「卓思廊」試行直銷訂購服務。
Selected "Cheers Gallery" to run the trial operations of direct sales services.

2006



獲民政事務總署「伙伴倡自強」社區協作計劃資助開辦「復康速遞」直銷業務。

"Rehab Express" Direct Sales Services was started up with the subsidy of "Enhancing Employment of People with Disabilities through Small Enterprise" Project.

經營5年首次錄得盈利。
Profit was recorded after 5-year operations.

2004

以「卓思廊」為品牌的便利店及復康用品店增至6間。
Six shops of "Cheers Gallery" Convenience Stores and Rehab Shops were launched in the market.

2007



開設全港首創的大型復康用品網購平台及出版免費健康資訊雜誌《復康速遞》。

Established the largest online Rehab product platform in Hong Kong and the publication of free "Rehab Express" magazine.

2008

配合《復康速遞》雜誌、實體店鋪優勢及龐大供應商網絡，開展「卓思」市場推廣服務。

"Cheers" Marketing and Promotion Services were established for strategic marketing of "Rehab Express" Magazine, physical shop and suppliers networks.

2009



首次在社區開設「卓思廊」復康生活幹線（南京街），投入完全競爭的市場環境。
First street front shop of "Cheers Gallery" was opened in Nanking Street. This symbolized "Cheers Gallery" emerged to the competition of open market.



2010



與鴻福堂以「友善特營」方式合作，開展了北區醫院「Cheers Café」及屯門醫院「喜点」的餐飲業務。
Collaborated with Hung Fook Tong to start up the catering business in North District Hospital and "Cheers Bakery" in Tuen Mun Hospital.

2011



「明途聯繫」十周年紀念午宴，獲時任勞工及福利局局長張建宗太平紳士出席主禮。

"MentalCare Connect" organized the luncheon for celebrating the Company 10th anniversary. Mr. Matthew Cheung, JP the then Secretary for Labour and Welfare Bureau, was invited as the officiated guest.

投得醫管局大樓職員合作社經營權。

Secured the bid for the operations of Hospital Authority Staff Co-op Shop.

十五周年發展里程 Milestones for 15 Years

2012



設立醫管局職員合作社網購平台。
Established the online platform of HA Co-op Shop.

開展機構消費計劃，並設立「悅購網」為企業及機構員工/會員提供一站式網購服務。
Develop "Organisational Consumption Project" and set up "Cheers Point Net" for the staff of associations and corporates.

公司連續十年獲「商界展關懷」標誌。
Acquired 10+ Caring Company Logo.

2013



「卓思廊」復康用品店於「社企獎勵計劃2013」榮獲「品牌及市場管理」大獎及「員工滿意」大獎。
In Social Enterprise Award Scheme 2013, "Cheers Gallery" Rehab Shop was awarded with "Branding and Marketing" Champion, "Employee Satisfaction" Champion, & "Customer Satisfaction" Meritorious Award.

「明途聯繫」獲「第四屆香港傑出企業公民獎-社會企業」銀獎。
"MentalCare Connect" acquired Silver Award of "The 4th Hong Kong Outstanding Corporate Citizenship Award" (Social Enterprise Category).

2014



租賃3,000呎單位作物流及客戶服務中心。
Established Logistic and Customer Service Centre with an area of 3,000 sq ft.

POS零售系統全面更新和改善。
Comprehensive revamp and upgrade POS system.

公司營業額突破一億港元。
The revenue exceeds HK\$100 million.

「復康速遞」直銷業務獲「第五屆傑出企業公民獎-社會企業組」金獎。
"Rehab Express" was awarded with the Golden Award of "The 5th Hong Kong Outstanding Corporate Citizenship Award" (Social Enterprise Category).

「明途聯繫」獲「家庭友善僱主獎勵計劃-機構組」的「傑出家庭友善僱主」嘉許。
"MentalCare Connect" acquired - "Distinguished Family-Friendly Employer Certificate" in Family-Friendly Employers Award Scheme 2013/2014.

公司獲「有能者聘之約章之共融機構嘉許」計劃頒發最高級別「至尊共融機構」獎。
"MentalCare Connect" was awarded "Supreme Inclusive Organisation" in "Talent-Wise Employment Charter and Inclusive Organisations Recognition Scheme".

「卓思廊」榮獲時任財政司司長曾俊華先生頒發最高級別的社企認證（創越級）標誌。
"Cheers Gallery" acquired SEE mark - Advanced.

2015



於窩打老道31B開設第二間「卓思廊」復康生活幹線。
The second street front shop of "Cheers Gallery" – 31B Waterloo Road was opened.

營辦黃大仙醫院職員餐廳，首次申領普通食肆牌照經營餐飲業務。

Operations of "Cheers Café" in TWGHs Wong Tai Sin Hospital - the first outlet holding General Restaurant Licence.

2016



「卓思廊」復康生活幹線於觀塘協和街開設第三間街舖。
"MentalCare Connect" opened its third street front shop of "Cheers Gallery" located at Hip Wo Street.

「樂協社團優惠坊」在銅鑼灣開設旗艦店，為20多個企業及機構旗下30萬職員/會員提供服務。
Flagship Store of "Cheers Coop" was opened in Causeway Bay, serving more than 20 associations and corporates, with a total number of 300,000 of staff or members.

營辦廣華醫院職員餐廳。
Setting up the staff canteen in Kwong Wah Hospital.

社會效益亮點 **Social Impact Highlights (2002-2017)**



29

營運中社企項目總數
No. of Operating
SE projects



2,319

歷年僱員數目
(年度累計)
No. of Accumulated
Employees



1,626

歷年弱勢僱員數目
(年度累計)
No. of Accumulated
Disabled Employees



\$768,080,823

歷年營運收入
Accumulated
Total Revenue



\$16,918,268

歷年政府
種籽基金資助
Accumulated Grant



\$68,019,563

歷年發放給
弱勢僱員薪酬
Accumulated Salary to
Disabled Employees



\$79,060,000

歷年減省社會成本
Reduced Social Cost
over the years



3,910,000

《復康速遞》雜誌
讀者人數(63期累計)
No. of Readers of "Rehab
Express" Magazine
(Accumulated
for 63 issues)



\$1,527,900

《復康速遞》雜誌
對外慈善贊助
(63期累計)
"Rehab Express" Magazine
Sponsored for Charity
(Accumulated
for 63 issues)



\$3,281,325

歷年採購社企及
庇護工場產品
Responsible Procurement
for SEs and
Sheltered Workshops
over the Years



226 (2016-2017)

為殘疾人士提供工作
實習崗位數目
No. of job attachment
provided to
Disabled Persons

願景、使命與核心價值 Vision, Mission & Core Values

願景

每一個人都應該擁有平等且具尊嚴的就業機會。

使命

- ✧ 以社會企業模式為殘疾人士及弱勢社群創造具尊嚴的就業機會，並且促進工作間的精神健康；
- ✧ 推動社會企業的可持續發展和推廣「幫襯社企」運動。

Vision

Everyone should have an equal and dignified employment opportunity.

Mission

- ✧ To create employment opportunities with dignity for the disabled and disadvantaged people through social enterprise model and further promote the mental health in workplace.
- ✧ To enable the self-sustainability of social enterprises and promote "Buy Social" Movement.

核心價值 Core Values



機構組織架構 Organization Chart



員工團隊 Staff Team

✧ 行政總裁 Chief Executive Officer

鍾偉成先生 Mr. Chung Wai Shing

✧ 高級經理 Senior Managers

吳秀雯小姐 (企業營銷)

Ms. Fanny Ng (Corporate Marketing)

陳銳強先生 (零售營銷)

Mr. Anthony Chan (Retail Marketing)

黃子卓先生 (行政)

Mr. Dobe Wong (Administration)

黃秀花小姐 (財務及人力資源)

Ms. Christine Wong (Finance and Human Resources)

✧ 業務經理 Business Managers

陳彩嫻小姐 Ms. Aggie Chan

蔡曉東先生 Mr. Tony Choy

王國榮先生 Mr. Dennis Wong

陳玉鳳小姐 Ms. Corinna Chan

✧ 企業營銷/零售營銷/財務及人力資源/行政/資訊科技及物流主任

Corporate Sales/Retail Marketing/Finance and Human Resources/Administration/Information Technology & Logistic Officers

鍾妙瑩小姐 Ms. Miu Chung

關嘉穎小姐 Ms. Wing Kwan

陳倩嫻小姐 Ms. Annis Chan

樊燕玲小姐 Ms. Anita Fan

李詩敏小姐 Ms. Mandy Lee

李 春小姐 Ms. Printemps Lee

梁孟威先生 Mr. Barry Leung

伍偉照先生 Mr. Wilfred Ng

王佩珊小姐 Ms. Rosetta Wong

陳震晞先生 Mr. Hayson Chan

曾至全先生 Mr. Tsang Chi Chuen

翁慧兒小姐 Ms. Cherry Yung

鄭家俊先生 Mr. Kevin Cheng



✧ 店務主任 Shop Supervisors

盧靜寧小姐

李 萍小姐

李玉英小姐

倪鎮惠先生

何美蓮小姐

林映余小姐

馮美珍小姐

黃少娟小姐

吳婉兒小姐

謝寶珍小姐

林月娥小姐

文玲君小姐

潘志偉先生

紀式雄先生

劉景浩先生

劉志輝先生

黃桂萍小姐

周秀娟小姐

關景雲先生

何茂娥小姐

Ms. Ning Loo

Ms. Don Lee

Ms. Lee Yuk Ying

Mr. Amen Ngai

Ms. Ho Mei Li

Ms. Jenny Lam

Ms. Monica Fung

Ms. Wendy Wong

Ms. Shirley Ng

Ms. Cat Tse

Ms. Lam Yuet Ngor

Ms. Man Ling Kwan

Mr. Pan Chi Wai

Mr. Kei Sik Hung

Mr. Ken Lau

Mr. Henry Lau

Ms. May Wong

Ms. Chow Sau Kuen

Mr. Frankie Kwan

Ms. May Ho



行政報告 Executive Report

近年，坊間出現大大小小與社企有關的比賽或獎勵計劃，社企同道都需要施展渾身解數，演述自己的社企有多大的社會效益、有幾創新、有多少媒體報導過，拿過幾多獎項或在社交平台中掙得幾多Like。對於一些為殘疾人士創造就業機會的社企，做的可能是一般清潔、零售或餐飲的傳統產業，很多時談不上創新，員工說故事和面對面試的能力也較弱，表述的社會效益也很老套，比不上一些經常在媒體曝光的社企。「明途聯繫」或許就是這類社企，專注踏實地做好生意，善待員工，在力所能及的情況下支持社企間的互惠合作和發展。能夠多為一位殘疾人士創造就業機會，讓他們生活得有尊嚴和盼望，我們覺得比多獲一個獎來得更有意義呢！

財政表現

2016-2017年度，公司收入為港幣\$119,070,863，其中「創業展才能」計劃及「伙伴倡自強」社區協作計劃合共資助港幣\$2,039,012作為多項社企項目的種子基金，約佔整體收入的1.7%，公司已連續第五年獲得盈利，純利為港幣\$118,957，比上年度減少50.3%。盈利減少主因是上年度位於伊利沙伯醫院及九龍醫院的「卓思廊」未能續約，而新開辦的社企項目收入暫不足以彌補損失。

十五年來，「明途聯繫」以自負盈虧的方式營運，創業初期曾出現嚴重的營運虧損，幸母會屢次以免息貸款方式協助公司渡過難關。然而，相關的貸款也長期反映在每年的公司資產負債表，令外間認為公司的財政狀況並不穩健，甚至影響個別創業基金的申請。為了展示母會對社企發展的長期承擔，同時肯定「明途聯繫」在營運管理上的穩健和成熟，母會決定於16-17年度將公司過去向母會借貸的港幣\$2,999,996轉移為股本，讓「明途聯繫」具有更健康的財政狀況和對外表述。

履行核心使命

至2017年3月止，「明途聯繫」營運中的社企項目達29個，共聘用175位僱員，其中115名為殘疾人士，比對2016年度同期的148位僱員，增加18%，殘疾僱員比率也上升20%，是年度各機構轉介到公司轄下各作業單位培訓的學員達到229人次。

業務發展

2016-2017年開展了多項業務，包括投得東華三院黃大仙醫院復康生活幹線及廣華醫院職員餐廳，八月開設「樂協」社團優惠坊及十月開設「卓思廊」復康生活幹線（協和街）。隨著市民網上購物的習慣逐漸成型，加上參與機構消費計劃的機構/企業愈來愈多，旗下會員的人數已超過30萬，機構消費計劃轄下「悅購網」的營運收入以雙位數字上升。

展望

今年是「明途聯繫」十五周年，我們的團隊設計了「任務2020」的發展藍圖：包括協助推廣「幫襯社企」運動，加大經營規模以聘用更多弱勢社群；整合線上線下營銷策略和增加公司的財政動量（詳情參閱務20頁）。團隊要完成上述任務實有賴各持份者通力支持，在此感謝母會——香港心理衛生會在16-17年度給「明途聯繫」的生日禮物，董事會主席黎守信醫生與各董事的指導和帶領並各合作機構的信任支持。



鍾偉成先生
明途聯繫有限公司行政總裁

Chung Wai Shing
Chief Executive Officer
MentalCare Connect Company Limited



行政報告 Executive Report

In recent years, numerous competitions and award programmes are organised for social enterprises (SEs) to participate. The practitioners in our trade would thus try their every means to introduce themselves with respect to the social impact they can bring out, the innovativeness of their business, the news generated from the media, the number of accolades received and even the quantity of “like” earned from the social platform. However, for those SE creating employment opportunities by operating conventional business models such as cleansing, retail or catering. They will not emphasize on innovation. Most of their staff cannot share their stories well and expression in face-to-face interview is weak. The social impact illustrated are usually the typical ones, which is less appeal to those SE with high exposure. Maybe “MentalCare Connect” belongs to that category – focusing on the doing business, treating our employees with caring measures, developing business referring its own resources with other SEs with mutual benefits. “MentalCare Connect” would care more on creating job opportunities to disabled person, so as to enhance their living with dignity and hope, rather than having one more accolade in the collection.

Financial Performance

In the year 2016-17, the annual revenue of “MentalCare Connect” is HK\$119,070,863, the funding updated was HK\$2,039,012. This translated to around 1.7% of the total revenue. The Company records surplus in consecutive 5 years which the net profit is HK\$118,957, a reduction of 50.3% as compared to last year. The major reason for the decline was due to lost of retail operations in Queen Elizabeth Hospital and Kowloon Hospital. The revenue cannot be recovered by the opening new outlets.

Throughout these 15 years, “MentalCare Connect” operates in the mode of self-financing. There was serious deficit during the business’s start-up phase. Fortunately the Mother Organization financed the Company through offering interest free loan during stringent conditions. However the loan on

the balance sheet will be referred by the external parties that the financial condition of the Company is unhealthy. This further affected our application of startup funding. In order to show the support of our Mother Organization in “MentalCare Connect’s” long term development and the favorable operational environment, the Mental Health Association of Hong Kong decided to convert all the loans to be share capital. This enhances “MentalCare Connect” to have a clearer explanation on the financial status.

Core Mission Implementation

Until to March 2017, “MentalCare Connect” has set up 29 social projects and employed 175 staff. Among them, 148 staff was disabled person. Comparing to the number of staff hired in Year 2016, the percentage increased by 18%. The proportion of disabled employment increased by 20%. The total number of trainees referred by different organisations was 229.

Business Development

“MentalCare Connect” has commenced a number of project in the Year 2016-17, including the Rehab Link in TWGHs Wong Tai Sin Hospital and staff canteen in Kwong Wah Hospital. “Cheers Coop” and “Cheers Gallery” Hip Wo Street were opened in August and October 2016 respectively. Beneficial to the popularity of online shopping, along with the increase of supporting organizations, our number of member exceeds 350,000. The revenue of “Cheers Point Net”, managed by “Organisational Consumption Project” has also a double digit rise.

Future

This year marks the 15th anniversary of “MentalCare Connect.” “Mission 2020” is designed with composing the blueprint of the future development, such as assist promoting the “Buy Social” Movement, enhancing the operational scale to employ more disabled and disadvantaged persons. Integrate on-line and off-line strategic operations and enhance the financial momentum (Please refer to P. 20 for details). The Mission can only be completed with the support of our stakeholders. I would like to express my heartfelt gratitude to our Mother Organization - the Mental Health Association of Hong Kong. The Association has delivered the gift celebrating “MentalCare Connect’s” anniversary in the Year 2016-17. Sincere thanks also go to Dr. Benjamin Lai, the Chairman of the Board of Directors, as well as all the directors of “MentalCare Connect”, for their leadership and guidance. Last but not the least, we would like to thank the supports from all of our strategic partners.



任務2020 Mission 2020

成為「幫襯社企」運動的推手

- ✦ 成立一擁有最少50所社企參與，超過1,000件產品上架的社企專屬網購平台 — 例：社企淘
- ✦ 設計及策劃社企共益商業方案，促進社企間的互助合作精神 — 例：曲奇公社

為弱勢社群創造更多就業機會

- ✦ 增加4間「卓思廊」，2間Cheers Café及1間「樂協」社團優惠坊。
- ✦ 職員人數達到200人，超過6成為精神病康復者。

實現線上線下營商策略

- ✦ 整合線上線下業務，增加線上銷售收入達公司總體收入的12%。

創造充足財務動量

- ✦ 2020年度公司總收入將達港幣1億5千萬元。
- ✦ 拓展創新的融資模式，增加資金使用的靈活度。



Be the enabler of "Buy Social" Movement in Hong Kong

- ✦ Establish a one-stop online platform composing at least 50 SEs with more than 1,000 products, e.g. SE Mall
- ✦ Strategically design and plan for business solution for SE's mutual benefit, promote SE's collaborations, e.g. Cookies Co-op

To create more employment opportunities for the vulnerable people

- ✦ 4 more "Cheers Gallery" and 2 more "Cheers Café" will be established, as well as 1 more "Cheers Coop".
- ✦ The number of employee will reach 200 with over 60% of them are disabled person.

O2O business strategy implementation

- ✦ To integrate the on-line and off-line businesses, with 12% of projected revenue to be generated from online sales.

Creating a good financial momentum

- ✦ The annual revenue by Year 2020 will reach HK\$150 million.
- ✦ To develop the innovative funding model and enhance the flexibility of the use of capital.



業務報告 Business Development

「卓思廊」零售網絡 “Cheers Gallery” Retail Network

搭乘顧客的信任及市場需求，以「卓思廊」為品牌的店舖隨著業務擴展已增至 14 家。分店遍佈港九和新界，不再局限於公營醫院，而是逐步面向社區，為更多有需要的病友和社區提供方便快捷而靈活的零售服務。

業務狀況

面對人口老化，市民對健康及復康產品的需求殷切。「卓思廊」於2016年度除新設東華三院黃大仙醫院分店外，也矢志走向社區發展新舖。我們分別在油麻地窩打老道（毗鄰廣華醫院）和觀塘協和街開設「卓思廊」復康生活幹線，服務層面也從公營醫院的病友擴展至社區有需要的長者、病友及街坊。由於零售店舖的前線同事佔70%以上為精神病康復者和弱勢社群，因此公司需要積極提供在職培訓，更鼓勵員工參與多個公開認可的服務獎項的交流和評選，提升服務水平、至臻自信和團隊精神，讓員工自我增值。隨著POS零售系統和會員制度的全面更新，公司正以合縱連橫的策略為顧客提供價錢合理、殷勤專業和多元化的復康用品及顧客服務。



“MentalCare Connect” has been growing along with customers’ trust and market need, currently operating 14 retail outlets under the brand “Cheers Gallery” territory-wide. “Cheers Gallery” would not restrict to the operations in public hospitals and further skew towards the community markets. The outlets render patients and caregivers with flexible and convenient retail services.



Business Overview

In witness of the growing need among the aging population, in 2016 “Cheers Gallery” newly established not only a retail outlet within Tung Wah Group of Hospitals Wong Tai Sin Hospital, but further expands its reach among the community. “Cheers Gallery” further established Waterloo Road Outlet (nearby Kwong Wah Hospital) and Hip Wo Street Outlet, targeting both the patients in public hospitals nearby and also the needy in the community. Furthermore, over 70% of our frontline colleagues are mental-recovery or disadvantaged people in the community, “Cheers Gallery” keeps providing on-the-job trainings for employees and nominating some to participate into well-perceived service awards, improving and uplifting them with service attitude, self-confidence and team building sophistications. With the uplifting of POS and membership loyalty schemes, “Cheers Gallery” Convenience Stores / Rehab Shops (Hospital) are committed to address to the community’s growing demand for rehabilitation products and services.



「卓思廊」便利店分店網絡

【北區醫院】【威爾斯親王醫院】【律敦治醫院】【大埔醫院】

「卓思廊」復康用品專賣店院/復康生活幹線分店網絡

【博愛醫院】【將軍澳醫院】【屯門醫院】【瑪麗醫院】
【明愛醫院】【東華三院黃大仙醫院】【南京街】【協和街】
【窩打老道】【觀塘直銷門市】

“Cheers Gallery” Convenience Stores

【North District Hospital】【Prince of Wales Hospital】
【Ruttonjee Hospital】【Tai Po Hospital】

“Cheers Gallery” Rehab Shops/ Rehab Links

【Pok Oi Hospital】【Tseung Kwan O Hospital】
【Tuen Mun Hospital】【Queen Mary Hospital】
【Caritas Medical Centre】【TWGHs Wong Tai Sin Hospital】
【Nanking Street】【Hip Wo Street】【Waterloo Road】
【Kwun Tong Direct Sales Branch】



業務報告 Business Development

復康速遞直銷業務 Rehab Express Direct Sales Service

全港最多元化的復康用品網上商店
提供復康用品價格及資訊平台
購貨滿 \$300 可獲免費送貨
電話訂購熱線：8206 6160
傳真訂購熱線：2710 8322
網站訂購：www.rehabexpress.com.hk

「復康速遞」直銷業務結合專科產品、專屬媒體、雙月刊及全港首創的網上商店 www.rehabexpress.com.hk，集市場推廣、直銷、物流及客戶服務於一身，為全港長者及病友提供「一站式」及「直接到戶」的復康用品家居送貨服務，為行動有障礙的市民補充日常所需的復康用品，衝破地域的限制，使病友及照顧者購物變得無限方便。

業務狀況

購貨滿\$300可獲免費送貨的服務得到顧客的正面好評。有見購物網站貨品訂單增多，「復康速遞」進一步完善倉存系統，更有效利用空間以增加貨倉的吞吐量；同時也強化會員關係系統，有利定期為特選會員介紹新產品及推廣優惠，優化處理貨物的效率和更燙心地服務有需要的顧客是我們未來的前進動力。

The Most Diversified Rehab Product Online Platform in Hong Kong
Providing Price and Information of Rehab Products Purchase
Free delivery for every HK\$300 purchase.
Order Hotline: 8206 6160
Order Fax : 2710 8322
Order Online : www.rehabexpress.com.hk

“Rehab Express” Direct Sales Services, integrate specialist products, media, bi-monthly magazine and HongKong first rehabilitation products online store (www.rehabexpress.com.hk) by providing the functions of concerted marketing, direct sales, logistics and customer service. It provides one-stop and direct delivery services of rehabilitation products for the needy. Our objective is to help the elderly and homebound patients to restock consumable rehabilitation products without geographical hindrance. Patients and caregivers can also enjoy online shopping with exceptional convenience.

Business Overview

The free delivery for every HK\$300 purchase is positively and well received by the customers. In witness of the rapid increase of online business, “Rehab Express” has further upgraded our storage system to increase the space maximization and logistics efficiency. Also we have enhanced the membership database management, facilitating our customized solution and promotions to our dearest members in need. Both cost-effectiveness in logistics and member relations enhancement are our dual driver to success in the future.



HK 金獎
第五屆香港傑出企業公民獎
The 5th HK Outstanding Corporate Citizenship Gold Award
社會企業 Social Enterprise

復康速遞
RehabExpress

業務報告 Business Development

《復康速遞》雙月刊 “Rehab Express” Bi-monthly Magazine

全港首創的復康專題雜誌，由醫護及專業人士執筆，加強病友及照顧者在復康過程中掌握具公信力的日常復康護理的知識技巧和資訊，配合復康用品的使用資訊，促進病友康復。《復康速遞》雜誌是全港公立醫院滲透率最高暨最具醫護專業公信力的健康雜誌，正確的健康資訊有助病友改善康復進程。

《復康速遞》雜誌亦為資源匱乏的病人自助組織或社福機構每期免費提供最少4頁的篇幅介紹機構活動，每年贊助等值約港幣\$200,000，並將繼續為病人組織及社福機構提供免費雜誌篇幅推廣有益病友的服務及資訊。

派發數量：20,000 本 (雙月刊)

派發渠道：40 多間本港公營醫院；200多間診所及化驗所；

300多間長者中心，並於各「卓思廊」分店免費附贈。

網上瀏覽內容：www.rehabexpress.com.hk

Being the first Magazine in Hong Kong focusing on Health & Rehabilitation, the “Rehab Express” Magazine features articles written by health care experts and medical professionals to provide reliable health & rehabilitation information, caring techniques and the guidelines on using rehab products to patients & caregivers. All these are able to enhance the patients’ recovery progress. In addition, the Magazine is positively regarded as being the highest penetration rate among public hospitals in Hong Kong and the health magazine with the most medical professional credibility.

“Rehab Express” Magazine understands that the promotional resources of patients’ self-help groups and social service organizations are limited, thus it has kept sponsoring at least 4 pages in each issue for those self-help groups and organizations to feature their activities. The total annual sponsorship fee is around HK\$200,000 and we will continue to waive the fee for the above-mentioned organizations to keep their information delivered to the target readers.

Distribution: 20,000 copies (bi-monthly issue)

Distribution channels: more than 40 public hospitals; more than 200 polyclinics and laboratories; 300 or above elderly centres and residential homes. It is also distributed free of charge at all “Cheers Gallery” branches.

Content online: www.rehabexpress.com.hk





業務報告 Business Development

「卓思」市場推廣服務

“Cheers” Marketing and Promotion Services

「卓思」市場推廣服務主要為醫療及復康用品供應商及各大藥廠提供一站式市場推廣服務，包括度身訂造市場推廣計劃，宣傳刊物設計、印刷及派發服務，協辦醫院展銷及舉辦健康教育講座等，為全港病友及長者提供全面的健康教育資訊。

營銷及推廣渠道

- ✧ 400 多間醫療復康用品供應商網絡；
- ✧ 「卓思廊」駐本港各大公營醫院的便利店/復康店；
- ✧ 「卓思廊」駐社區臨街的復康生活幹線/復康用品專賣店；
- ✧ 《復康速遞》雙月刊（乃全港公立醫院滲透率最高暨最具醫護專業公信力的健康雜誌）
- ✧ 「復康速遞」網上銷售平台；
- ✧ 「卓思」會員；
- ✧ 公營醫院的病人資源中心及病人組織；
- ✧ 與長者安居服務協會等團體合辦健康教育講座，加強全港各區長者的健康及自理照顧意識。

業務狀況

透過「卓思」會員計劃，我們累積了超過 5 萬名會員，我們會定期透過電子通訊將健康訊息、產品推廣及健康活動的資訊發放予會員。同時，由於掌握了會員的消費模式及習慣，我們可幫助供應商透過此「會員資料庫」，配對或針對性向目標顧客群發放相關產品資訊及優惠，增加三贏推廣效益。



“Cheers” Marketing and Promotion Services provide a one-stop marketing services to medical and rehabilitation product suppliers, as well as pharmaceutical companies. The services include tailor-made marketing plans, promotional publication design, printing and logistic services. We will assist in organizing hospital exhibition, health talks and seminars, etc. for rendering comprehensive health education to target patients and elderly in Hong Kong.

Marketing and Promotion Channels

- ✧ More than 400 medical and rehabilitation product supplier networks;
- ✧ Retail network of “Cheers Gallery” Convenience Stores/Rehab Shops in Hong Kong major public hospitals;
- ✧ Retail network of “Cheers Gallery” Rehab Links / Shops at street-side/ community;
- ✧ “Rehab Express” bi-monthly magazine;
- ✧ “Rehab Express” website & online sales platforms;
- ✧ “Cheers Club” Membership Scheme;
- ✧ Patient resource centers in public hospitals and patients’ self-help groups;

- ✧ Collaborated with Senior Citizen Home Safety Association and other organizations to jointly organize health talk for promoting health and self-care awareness to elderly.

Business Overview

For years, we have accumulated more than 50,000 members through “Cheers Club” Membership Scheme. Our members will regularly receive our health information, product promotions and activities via electronic means. In addition, upon realising our members’ consumption mode and pattern, we are well prepared to help our suppliers to match-in or further release relevant product information and privileges to target customers, which can further enhance the promotional win-win effectiveness.



業務報告 Business Development

餐飲業務 Catering Service

由2010年開始，「明途聯繫」開始拓展餐飲業務，在北區醫院開設了公司首間的「Cheers Café」。開創餐飲業務令公司的業務邁向更多元化。其後分別於2011年及2013年在屯門醫院創辦了以飽點及輕食為主的「喜点」，及於教育局教育服務中心開辦另一間「Cheers Café」，業務穩步成長。

「明途聯繫」於2015年度成功投得東華三院黃大仙醫院職員餐廳合約後，復於2016年成功投得廣華醫院輕膳間的合約。這標誌著「明途聯繫」的餐飲業務更進一步鞏固在公營機構的餐飲業務發展，擴大了業務規模。公司將繼續以價格合理及優質食品開拓客源。另外，公司亦積極尋找新的商機，如發展社區的餐飲業務，為精神病康復者及弱勢社群提供更多就業機會。

Cheers Cafe分店網絡

【北區醫院】【教育局教育服務中心】
【東華三院黃大仙醫院】【廣華醫院】

喜点

【屯門醫院】



"MentalCare Connect" has established the first catering business – "Cheers Café" in North District Hospital since 2010. Catering service helps the Company's business to be more diversified. In 2011 and 2013, "Cheers Bakery" in Tuen Mun Hospital and "Cheers Café" at Education Bureau Education Service Centre were set up respectively and the business grew steadily.

"MentalCare Connect" further secured the tender of staff canteen at TWGHs Wong Tai Sin Hospital in Year 2015. The Company also successfully bid the tender in Kwong Wah Hospital in 2016. This marked the catering is further consolidated in the public organisations and the scale of business was further enhanced. The Company continues to provide a reasonable price, good quality and expand the clientele. Besides, "MentalCare Connect" will explore new business opportunities such as opening "Cheers Café" in the community further creating the employment to disabled and disadvantaged person.

Cheers Cafe

【North District Hospital】【EDB Education Services Centre】
【TWGHs Wong Tai Sin Hospital】
【Kwong Wah Hospital】

Cheers Bakery

【Tuen Mun Hospital】



清潔業務 Cleansing Service

我們本著「以客為尊」的理念，致力為客戶提供優質的清潔服務及適切的解決方案。

The cleansing service operates in "customer-oriented" approach to provide quality services to our customers and render effective solutions.



業務報告 Business Development

機構消費計劃 Organizational Consumption Project

實體商店

- ✧ 醫院管理局職員合作社 (2011)
- ✧ 悅購點(中半山) (2013)
- ✧ 樂協社團優惠坊 (2016)

網上商店

- ✧ 醫院管理局職員合作社網上商店 (2013)
- ✧ 保協會員網上商店 (2013)
- ✧ 「Y Delight」女青會員優惠坊 (2014)
- ✧ 「悅購網」網上商店 (2015)
- ✧ 「悅購網」香港賽馬會職員優惠 (2016)

連結線上線下零售策略

自2011年以來，「明途聯繫」積極聯繫不同協會、專業團體及私營企業參與機構消費計劃，為參與計劃的機構轄下會員/職員提供較市場優惠的日常生活用品。現時參與計劃機構達二十八間，會員人數超過三十五萬，龐大的會員人數有利為會員爭取更優惠的貨品價格。

機構消費計劃透過開設實體店及網上商店，讓會員可同時享受線下購物樂趣及線上訂購送貨便利。此計劃亦持續為會員搜羅特色貨品及精選優惠，透過不同媒介定期向會員推廣購物禮遇，如出版雙月刊雜誌、節日特刊、發放電郵及facebook等。

強化機構會員伙伴協作

為了回應會員特定時節的購物需要，過去曾為不同機構舉辦節日性展銷活動，會員在展銷活動上反應熱烈，除了購買到心水貨品外，透過與售貨員的交流及接觸，亦加深了解「明途聯繫」的業務特色。

Physical Shop

- ✧ Hospital Authority Staff Co-op Shop (2011)
- ✧ Cheers Point @ Mid-Levels (2013)
- ✧ Cheers Coop (2016)

Online Shop

- ✧ Hospital Authority Staff e-Co-op Online Shop (2013)
- ✧ LUA Online Shop (2013)
- ✧ Y Delight Online Shop (2014)
- ✧ Cheers Point Net (2015)
- ✧ Cheers Point Net Hong Kong Jockey Club Staff Offers (2016)

Online To Offline Business Strategy

Starting from 2011, "MentalCare Connect" launched Organizational Consumption Project to invite staff and members of different professional bodies, organization and corporates to enjoy incomparable discount and convenience to purchase daily necessities. At present, there are 28 participating organizations and more than 350,000 members which favorable to strive for discounted price for our members.

Organizational Consumption Project composed of physical shop and online shop and members can enjoy shopping through online and offline platform. The project continues to feature special offers and promote selected privileges offers to members on a regular basis through various channels such as bi-monthly advertising magazines, festive booklets, e-mails and social media etc.

Strengthen Collaboration with Organization

Festive sales and promotional activities were organized due to members' special needs in different season and positive feedbacks were gained. Apart from purchasing, members recognized the business characteristics of "MentalCare Connect" and deepen their understanding on the meaning of ethical consumption through direct communication with our staff.





參與機構名單

香港賽馬會
香港人壽保險從業員協會
信佳集團管理有限公司
香港銅鑼灣皇冠假日酒店
畢馬威會計師事務所
俊和建築工程有限公司
星展銀行(香港)有限公司
康業服務有限公司
恆益物業管理有限公司
偉邦物業管理有限公司

信毅力醫護健康集團
ASM太平洋科技有限公司
易寶通訊服務有限公司
香港心理衛生會
香港職業發展服務處
聖雅各福群會
香港基督教女青年會
香港中華基督教青年會
基督教勵行會 - 培訓服務
香港基督少年軍

親子王國
香港聖約翰教護機構
義務工作發展局
香港社會工作者總工會
香港工程師學會
香港退伍軍人聯會
伊利沙伯醫院同儕會
嶺南衡怡紀念中學

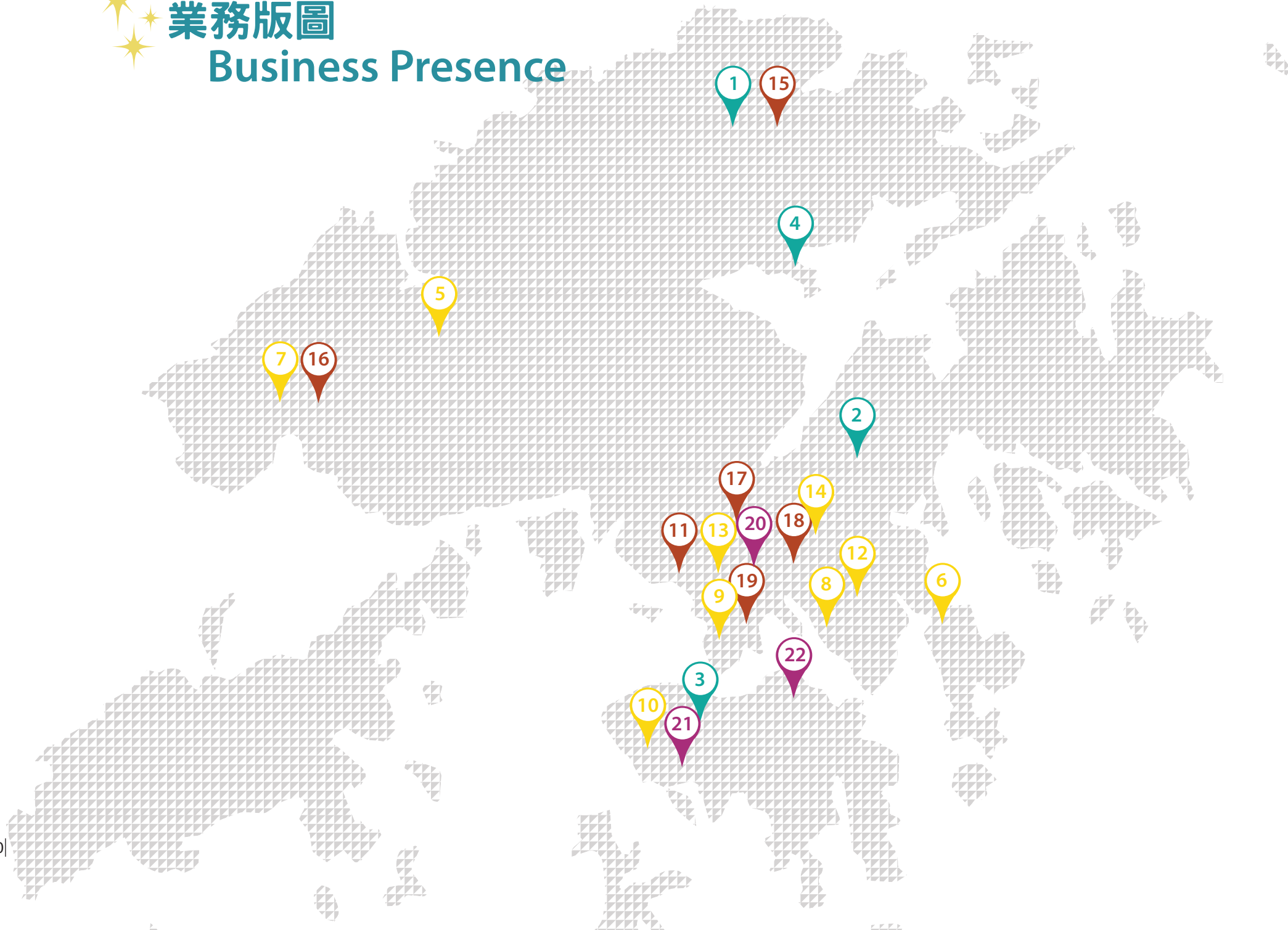
Member Organizations

The Hong Kong Jockey Club
The Life Underwriters Association of Hong Kong
Serco Group (HK) Limited
Crowne Plaza Hong Kong Causeway Bay
KPMG
Chun Wo Construction Holdings Company Limited
DBS Bank (Hong Kong) Limited
Hong Yip Service Company Limited
Hang Yick Properties Management Limited
Well Born Real Estate Management Limited

Kinetics Medical & Health Group
ASM Pacific Technology Limited
Epro Telecom Services Limited
The Mental Health Association of Hong Kong
Hong Kong Employment Development Service Limited
St. James' Settlement
Hong Kong Young Women's Christian Association
Chinese YMCA of Hong Kong
Christian Action Training Services
The Boys' Brigade Hong Kong

Baby Kingdom
St. John Ambulance
Agency for Volunteer Service
Hong Kong Social Workers' General Union
Hong Kong Institution of Engineers
The Hong Kong Ex-Servicemen's Association
QEH Alumni Association
Lingnan Hang Yee Memorial Secondary School

業務版圖 Business Presence





「卓思廊」北區醫院
24小時便利店
"Cheers Gallery" North
District Convenience
Store (24 hour)



「卓思廊」威爾斯親王
醫院便利店
"Cheers Gallery" Prince
of Wales Hospital
Convenience Store



「卓思廊」律敦治
醫院24小時便利店
"Cheers Gallery"
Ruttonjee Hospital
Convenience Store
(24 hour)



「卓思廊」
大埔醫院便利店
"Cheers Gallery"
Tai Po Hospital
Convenience Store



「卓思廊」博愛醫院
復康用品專賣店
"Cheers Gallery"
Pok Oi Hospital
Rehab Shop



「卓思廊」將軍澳
醫院復康用品專賣店
"Cheers Gallery"
Tseung Kwan O
Hospital Rehab Shop



「卓思廊」屯門醫院
復康用品專賣店
"Cheers Gallery"
Tuen Mun Hospital
Rehab Shop



「卓思廊」
復康用品專賣店
(觀塘直銷門市)
"Cheers Gallery"
Rehab Shop (Kwun
Tung Direct Branch)



「卓思廊」復康用品
專賣店 (南京街分店)
"Cheers Gallery"
Rehab Shop
(Nanking Street Branch)



「卓思廊」瑪麗醫院
復康生活幹線
"Cheers Gallery"
Queen Mary Hospital
Rehab Links



「卓思廊」明愛醫院
復康生活幹線
"Cheers Gallery"
Caritas Medical
Centre Rehab Links



「卓思廊」復康生活
幹線(協和街分店)
"Cheers Gallery"
Rehab Links
(Hip Wo Street Branch)



「卓思廊」復康生活
幹線 (高打老道分店)
"Cheers Gallery"
Rehab Links
(Waterloo Road Branch)



「卓思廊」黃大仙
醫院復康生活幹線
"Cheers Gallery"
Wong Tai Sin Hospital
Rehab Links



北區醫院
「Cheers Café」
Cheers Café@North
District Hospital



屯門醫院「喜点」
Cheers Bakery
@Tuen Mun Hospital



教育局教育服務中心
「Cheers Café」
Cheers Café@ESC



東華三院黃大仙醫院
「Cheers Café」
Cheers Café@TWGHs
Wong Tai Sin Hospital



廣華醫院
「Cheers Café」
Cheers Café@Kwong
Wah Hospital



醫院管理局職員合作社
Hospital Authority Staff
Co-op Shop



「悅購点」(中半山)
Cheers Point
@Mid-Levels



「樂協」社團優惠坊
Cheers Coop

企業成就 **Corporate Achievements**

香港社會企業總會 Hong Kong General Chamber of Social Enterprises Limited
 社企認證 Social Enterprise Endorsement Mark



香港生產力促進局 Hong Kong Productivity Council
 第七屆香港傑出企業公民獎

"The 7th Hong Kong Outstanding Corporate Citizenship Award"



企業成就

Corporate Achievements

勞工及福利局 Labour and Welfare Bureau
《有能者·聘之約章》及共融機構嘉許計劃
Talent-Wise Employment Charter and Inclusive
Organizations Recognition Scheme 2016-17



維多利亞青年商會
Junior Chamber
International Hong Kong
InnoBrand 2016



香港復康聯會
The Hong Kong Joint
Council for People with
Disabilities
香港社會服務聯會
The Hong Kong Council
of Social Service
勞工及福利局康復諮詢委
員會 Labour and Welfare
Bureau Rehabilitation
Advisory Committee



觀塘區議會及
觀塘民政事務處
Kwun Tong District
Council and Kwun Tong
District Office
觀塘區國際復康日
Kwun Tong District



香港社會服務聯會
The Hong Kong Council
of Social Service





員工參與及成就

Employee Participation & Achievements

2016年8月20日

香港心理衛生會賣旗日

「明途聯繫」員工及家屬參與香港心理衛生會於2016年8月20日的賣旗日，為母會的非政府資助服務籌款。

Flag day of the Mental Health Association of Hong Kong

Staff of "MentalCare Connect" and their family members participated in the flag day of the Mental Health Association of Hong Kong on August 20, 2016 to raise funds for her non-government funded services.



2016年11月3日

「卓思廊」員工晉身「2016傑出服務獎」總決賽（社企組別）

「卓思廊」員工李玉英女士成功晉身香港零售管理協會舉辦的「2016傑出服務獎」總決賽名單。

Staff of "Cheers Gallery" entered the final stage of Service & Courtesy Award (SE category)

Staff of "Cheers Gallery", Ms. Lee Yuk Ying has entered the final round of Service & Courtesy Award (SE category) organized by Hong Kong Retail Management Association.



2017年1月4日

明途聯繫員工於「生涯導航工程嘉許計劃」榮獲多個獎項

由伊利沙伯女皇弱智人士基金贊助，香港明愛康復服務主辦的「支持在職殘疾人士計劃閉幕暨嘉許禮」，旨在表揚殘疾人士在工作上所作的努力，並肯定他們的成績和能力，進而提高殘疾人士融入社會和就業的機會。「明途聯繫」的員工榮獲多個獎項，以表彰及鼓勵同事化為工作動力，並繼續向前邁進。

得獎員工名單如下：

陳嘉盈女士 – 卓越態度獎
陳詩琪女士 – 生活平衡獎
馮穎欣女士 – 上進表現獎
林沛良先生 – 上進表現獎

“Let Dream Come True – Project Supporting Employees with Intellectual Disability in the Community”

“Let Dream Come True – Project Supporting Employees with Intellectual Disability in the Community” was held by Caritas Rehabilitation Services and sponsored by Queen Elizabeth Foundation for the Mentally Handicapped. The event was held on 14th January 2017 at Fortune City One in Sha Tin. The aim of the event was to praise the effort of the disabled and ensure their performances and caliber, as well as promoting the disabled person to re-integrate to the community through working. Staff of “MentalCare Connect” were awarded the prizes, recognizing their effort and motivate them to move forward.

List of awardee:

Ms. Chen Ka Ying Farah
Ms. Chan Sze Ki
Ms. Fung Wing Yan
Mr. Lam Pui Leung



2017年3月26日

《心晴跑·跑傳情》慈善跑16/17

由心晴行動慈善基金舉辦的《心晴跑·跑傳情》慈善跑於3月26日在馬鞍山海濱長廊舉行。是次活動除了鼓勵大家多作運動外，更宣揚運動有益精神健康的訊息。鍾偉成先生獲邀出席擔任起步跑的主禮嘉賓，以行動支持精神健康的重要性。

Joyful Charity Run 16/17

“Joyful Charity Run 16/17” was organized by Joyful (Mental Health) Foundation and held on 26th March, 2017 at Ma On Shan Promenade. The event not only encouraged the public to exercise more, but also promote the message of “Exercise is good for mental health.”

Mr. Chung Wai Shing, CEO of “MentalCare Connect”, was invited to be the event’s officiating guest, acting to support the importance of mental health.



尊嚴與未來 Dignity & Future



企業伙伴
雀巢健康科學
總監
湯麗如小姐

Business Partner
Ms. Joan Tong
Director
Nestlé Health Science

認識「明途聯繫」源於十五年前與「卓思廊」結上合作淵緣。

當天「明途聯繫」管理層親自來到雀巢健康科學(前為諾華藥廠保健營養部)介紹「卓思廊」業務宗旨和願景。用「不一樣」來形容「卓思廊」的便利店和復康店實在是貼切不過。

「卓思廊」店舖在醫院內開設，不但得到醫護人員的支持，也營造了一個高包容度的環境，為精神病康復者提供自力更新的机会，有尊嚴和自信地投入工作世界。這個有意義又互動的項目，實在打動人心，我們義不容辭便接受成為合作夥伴。

多年來，有目共睹「明途聯繫」的員工質素和服務水平不斷進步；雀巢健康科學持續與「卓思廊」員工分享年度業績、表揚最佳員工和店舖團隊表現，以作肯定和鼓勵。一起成長和共振互惠，使我們雙方共同擁有珍貴的集體回憶、互信基礎和前進創新的動力。

喜逢「明途聯繫」踏入十五周年，我們祝願「明途聯繫」各項業務蒸蒸日上，繼續為有需要人士提供有意義的支援。



I was well versed in "MentalCare Connect" since 15 years ago, starting from the cooperation with Cheers Gallery.

By then the "MentalCare Connect" Management presented the vision and business objectives of "Cheers Gallery" to us at our Nestlé Health Science (Former was Medical Nutrition Division of Novartis Pharmaceutical). The word "Extraordinary" was the most applicable to describe "Cheers Gallery" Convenience store and Rehabilitation shop.

Being set up in the hospitals, "Cheers Gallery" not only leverage on the support of health care workers, but also creating an environment of high inclusiveness and self-reliance for the disabled and disadvantaged people. Starting from the training in the store, they can be rejuvenated with dignity and self-confidence and then adapting into a new healthy life. This meaningful and interactive project really moved us and we accept to be the strategic partner without hesitation.

Over the years, we have witnessed the unceasing improvement of "MentalCare Connect" in terms of staff caliber and service quality. Nestlé Health Science is pleased to share "Cheers Gallery" outstanding achievement throughout the year with their staff, highlighting the best staff and the best performance of retail shop as a gesture of appreciation and encouragement. The beneficial relationship between us synergizes the mutual trust and the motives of innovation & advancement. This also accumulates a collection of memory.

We would like to express our sincere gratitude to the "MentalCare Connect" 15th anniversary. We wish the business will further grow from strength to strength, as well as offering substantial support to the disabled and disadvantaged people.

社企與企業的互惠旅程
It's not just a business!

「明途聯繫」創立十五週年，秉承「為善營商」之精神服務社會，並致力為殘疾人士及弱勢社群創造具尊嚴的就業機會，「滙寶」醫療特此祝賀「明途聯繫」大展宏圖、造福人群！

歷年來，「滙寶」一直支持「明途聯繫」的母會－香港心理衛生會的輔助就業服務，為殘疾學員提供培訓，支持他們重投社會工作。十五年前有幸協助香港心理衛生會在將軍澳醫院開辦復康用品專賣店（現由「明途聯繫」經營），及後「明途聯繫」在醫院開設更多分店，公司都會無私地提供意見，陪伴成長。

此外，我們亦曾協助「明途聯繫」提升僱員的銷售及顧客服務技巧，為「卓思廊」員工提供培訓課程，除了幫助前線員工提升其銷售及溝通技巧外，更能讓他們重新融入社會、投入工作。以最近在香港肆虐的流感為例，為了應對相關情況，我們已加強培訓店舖員工在抗菌防護產品上的知識，在保護自己的同時，亦可傳遞正確資訊予顧客，這是我們樂見其成的正面發展。

「滙寶」醫療 冀與「明途聯繫」在未來更積極及緊密合作，盡力扶助殘疾人士及弱勢社群，為他們開拓光明出路，達至社會共融。

超越競爭 共赴藍海
Let's sail to the blue ocean

Year 2017 marked the 15th anniversary of MentalCare Connect Co Ltd. The Company is not just doing business but with the mission to serve the society by creating job opportunity to disabled and disadvantaged person with dignity and future. Solutions Health Care Products & Services Limited congratulates "MentalCare Connect" for having bright future with beneficial to the disabled and disadvantaged people.

Throughout the year, Solutions Health Care Products & Services support the mother organisation of "MentalCare Connect" – the Mental Health Association of Hong Kong in promoting training and employment services and supporting their re-integrate to the labour market. I witnessed the opening of Rehab Shop operated by the Association in Tseung Kwan O Hospital (currently operated by "MentalCare Connect") and the retail outlets network expanding in more hospitals. My company has rendered comment without reservation and only concerning about the growth of the projects.

In addition, we have also assisted in facilitating the marketing skills of "MentalCare Connect's" employees and provide training courses to "Cheers Gallery" staff. The enhancement of the sales and communication skills of the frontline staff can further assist them to reintegrate into the society and the working environment. We have strengthened the training of staff in relation to the knowledge of the anti-bacterial products during the high season of influenza. The knowledge and the updated information can be used to protect them selves and also shared the correct information to the customer. We are optimistic about the current movement.

Solutions Health Care Products & Services wishes to have more proactive and close partnership with "MentalCare Connect" in paving a brighter future to the disabled and disadvantaged people and achieving a comprehensive social inclusiveness.



企業伙伴
滙寶醫療用品配套有限公司
業務發展經理
陳樹榮先生

Business Partner
Mr. Wing Chan
Business Development Manager
Solutions Health Care Products & Services Ltd.

首先，「保協」恭賀「明途聯繫」成立十五周年！「保協」一直致力推廣社會服務，鼓勵會員及公眾熱心公益。「明途聯繫」善用社會企業模式營運直銷購物服務平台，為有需要及傷健人士締造就業機會，此與我們自1973年成立以來堅持透過不同社會服務回饋社會的宗旨不謀而合。

2013年，「明途聯繫」行政總裁鍾偉成先生親臨「保協」總部介紹其機構消費計劃，促成了兩會長期的合作。多年來，我們的會員透過「明途聯繫」的網上購物平台以優惠價選購生活百貨和優質健康生活產品，計劃獲得好評，一直廣受會員愛戴。「保協」衷心感謝「明途聯繫」拉近了會員、傷健人士和客戶的距離，更間接地學習實踐良心消費。在此祝賀「明途聯繫」十五周年，業務蒸蒸日上，期望未來「明途聯繫」能繼續提供更多元化的優質服務，令更多有需要人士受惠。

消費也可改變社會 Social change by consumption

Congratulations to the 15th Anniversary of MentalCare Connect Company Limited in 2017! Since 1973, LUAHK has always been committed to promote social welfare and mobilize our members and the public to participate in social services. Through operating an online direct sales platform, "MentalCare Connect" provides employment opportunities to the disadvantaged, which echoes our ongoing mission to serve and contribute to our community.

In 2013, Mr. Chung Wai Shing, Chief Executive Officer of "MentalCare Connect" visited the headquarters of the LUAHK and introduced the "Organizational Consumption Project". The meeting contributed to the long-term partnership between two organisations. The service received great feedback ever since: our members enjoy purchasing a wide variety of lifecare and health products on "MentalCare Connect's" online platform with discount price and great quality. Thank you very much "MentalCare Connect" for networking our members, the needy and their clients. Our best wishes to "MentalCare Connect's" 15th Anniversary, and we hope "MentalCare Connect" will continue to providing quality services, while also helping more in need.



企業伙伴
香港人壽保險從業員協會
會長
黃綺年小姐

Business Partner
Ms. Lily Wong
President
The Life Underwriters Association of Hong Kong
(LUAHK)

早於2011年認識「明途聯繫」，它作為一間社會企業，透過營運業務為殘疾人士提供就業機會，別具社會意義。「明途聯繫」承辦公營醫院的職員合作社及網上商店，並向不同機構提供購物優惠，深受員工歡迎。自2016年起，它為本會員工設立專屬網上購物平台，方便他們公餘時享受購物優惠及選購節慶禮品。雖然在這特定的零售市場亦面對激烈競爭，但這些年來見證著「明途聯繫」機構消費計劃在業務模式上的多元化發展，本人相信「明途聯繫」定能迎難而上，持續地提升購物平台及顧客服務，掌握業務的新機遇，並藉著與大小企業的緊密合作，讓企業員工享受購物福利(welfare)的同時，亦讓殘疾人士獲得工作福利(workfare)的裨益。

HKJC started the collaboration with "MentalCare Connect" in 2011. As a social enterprise, we recognized that the Company provides jobs opportunities to disabled and disadvantaged persons which is exceptionally meaningful to the society. With reference to the success of HA Coop and its online shop as well as they offer different shopping discounts to different organisations which is widely received by the staff. "MentalCare Connect" started HKJC's own online platform in 2016. This can facilitate our staff to do online or festive shopping in their spare time. Despite the fierce competition in retail market, "MentalCare Connect" can still render comprehensive and sophisticated consumption packages. I honestly believe that "MentalCare Connect" can further elevate the online platform and customer services and seize the business opportunities in this difficult time. Through collaborations with different organizations, the staff can enjoy the welfare brought by their respective organizations but also create the workfare to the disabled persons.

從福利到「以工代賑」 From welfare to workfare



企業伙伴

香港賽馬會
高級人事經理
黃志華先生

Business Partner

Mr. Kevin Wong
Executive Manager, Human Resources
(Employee Relationships)
The Hong Kong Jockey Club

「收貨、點貨、上貨、回答客人查詢、收銀……」店員忙得不可開交。由昔日對行業一無所知的學員，變成了今日資深的店員，甚至是擔當副店長、店長的角色，他們個個獨當一面，昂首闊步。

原本要克服疾病帶來的限制，加上要面對多變的人際關係，對康復者而言，要重新踏上就業之路，本是來得一點也不易。然而，這10多年間，不間斷地到訪店舖，看著一個一個的生命得到建立，重新展現動力。他們總愛說：「多謝你介紹了工作給我」，我總會回應一句：「多謝你成為我們一份子。」學員個人的努力與付出，怎可抹煞！但社企與轉介單位之間的溝通與合作，亦是締造學員踏上成功就業路的關鍵。

「明途聯繫」與訓練及就業服務中心之協作關係中，最寶貴的，一定不僅於人力與空缺間的互相供求，而是彼此間的溝通與默契，深信我們兩者間有著共同的目標，就是讓來到社企受訓的每一個學員得到建立，重拾自信。店長及店內同事不單向學員教授工作技巧，也嘗試用心了解學員的個性，助其發揮潛能；而中心社工，亦努力了解店長、店內同事及學員各自的困難，促成彼此對話，消除誤解，盼望建立互相體諒及有愛的工作間。

「工作給了我自信心」，「工作帶給我滿足感和喜樂」這是兩位由學員晉升為職員的同事不約而同的心聲。但願在「明途聯繫」、訓練及就業服務中心及康復人士三方面努力下，有更多生命得到改變，就像「明途聯繫」店舖的品牌「cheers」一樣：工作起勁，活得喜樂，再次為自己的生命歡呼、喝采。

為生命改變喝彩
Let's cheers for their
changes in life

The shopkeepers are all time busy in performing inventory checking, arranging display, answering enquiries, cashier etc. They started from a trainee with no relevant experience and further developed themselves into experienced shopkeepers, assistant shop supervisors and shop supervisors. Their work can be well discharged and perform the works with dignity.

The disabled person are all having their illness and restriction, but they need to have the will to overcome the illness and further facing complicated interpersonal relationship as stepping out to be trainees. It is a huge and difficult step for them. Throughout the more than 10 years cooperation, we visited many shops and witnessed their growth of life and regain the power. The trainees like to thank us for introducing a job to them and our feedback is proud of them to be part of us. The trainees' endeavor and paid out is undeniable. The communications and cooperation between social enterprises is the key of success of the trainees' employment.

The most treasurable factor in the relationship between "MentalCare Connect" and TES is not merely demand and supply of manpower and job vacancies, but also the communications. We believe that we share the same goal – to let the trainee to develop themselves and build up confidence. The shop supervisor does not just teach the working skill, they also try to know more about the staff character and try to release their caliber and

potential. The social worker in turn realize the difficulties of supervisors, the staff and trainees and allow them to talk and further eliminate the misunderstanding. This can help to build a workplace with better understanding and love.

"Work gives me confidence", "Work gives me job satisfaction and joy" is the remarks shared by two trainees. We wish "MentalCare Connect", TES and disabled person can pay effort to make changes to lives, just as the brand of MentalCare Connect suggested the word "Cheers" – live out the joy of life and further cheers and an abundant living.



服務伙伴
香港心理衛生會訓練及就業服務中心
就業輔導主任
李婉芳小姐

Service Partner
Ms. Jackeline Lee
Vocational Counsellor
Training and Employment Service Centre
The Mental Health Association of Hong Kong

因長期無法專注讀書下，無可奈何地在完成初中後便輟學。2009年，面對失學失業的雙重壓力，我患上了思覺失調。雖然在治療後找到工作，但在藥物副作用影響下，令我跟不上工作進度，一度意志消沉，甚至不想與人接觸。在偶然機會下，有幸遇到香港心理衛生會社工，她安排我在「明途聯繫」參與學員訓練，在訓練期間工作表現獲上級認同及讚賞，其後更正式加入「明途聯繫」成為職員。

2013年，我獲聘擔任「醫管局職員合作社」店員，在新工作環境中，得到經理蔡先生、店長娥姐、店員子良給予悉心指導，令我學會很多工作技巧，如整理貨品、收銀、銷售等。他們亦不時關心我的身心健康狀況，當我身體不適時會安排我休息，內心有問題糾結時，會靜心聆聽及給予無限支持。這四年間，同事們真誠的關心，令我改變了很多負面情緒，漸漸地增強了自信，可以重投社會工作。

對未來，我仍抱有期望，希望工作上可以更獨立、表現可以更進步，甚至嘗試公司不同崗位職務，擴闊視野及技能。我希望故我可以。

我希望故我可以
I hope so I can

As hard to concentrate on my study for a long time, I was helpless to quit schooling after completing Form 3. In 2009, I suffered from early-psychosis under great pressure from unemployment and school dropout. Although I found a job after treatment, my work performance was greatly affected due to side effects of drugs. I was depressed and even did not want to contact anyone. Occasionally, I got the help from a social worker of the Mental Health Association of Hong Kong. Social worker encouraged me to join job attachment programme and placed me as a trainee in "MentalCare Connect". My work performance was highly appreciated by my supervisor and I formally joined the Company after training.

In 2013, I was employed as shopkeeper in Hospital Staff Coop Shop and learnt a lot of work skills under the kindness support from my team, namely, Ngor, Shop Supervisor, Tony, Business Manager and Bruce, shopkeeper. They concerned me not only at work but also my physical and mental health. When I felt sick, they arranged me to take a rest. When I got trouble, they listened and gave endless support. In the past four years, I became more positive due to my colleagues backed me up wholeheartedly. Now, I gradually increased my self-confidence and re-intergrated to the community.

For the future, I still have aspiration. I hope I can work more independent, improve my performance and even try different positions in the Company to broaden my views and skills. I hope so I can.



員工心聲
「樂協」社團優惠坊高級店員
譚嘉怡小姐

Staff Testimonial
Ms. Tam Ka Yi
Senior Shopkeeper
Cheers Coop

加入「明途聯繫」以前，我曾經任職圖書館管理員，在輾轉下認識香港心理衛生會社工，建議我參與三個月餐飲訓練，由掃地切菜到調制食品，由對餐飲服務毫無認識到逐漸建立興趣。其後我到「明途聯繫」轄下Cheers Café擔任店務員，一做便已三年半。

Cheers Café的同事和主管很友善，同事們都是同路人，合作時沒有芥蒂，大家都積極工作，還會主動進修有興趣的課程。我很開心在這裡獲取了衛生督導員資格，令我對食物衛生的要求有更深入了解。

我享受在「明途聯繫」工作的日子，生活過得相當充實。除了每天工作八至十二小時外，工餘時去進修西餐料理、沖調咖啡。我希望日後有機會開設自己的小食店，售賣自製熱狗多士。為了達成夢想，我會繼續用心學習，吸收多些知識。

持續學習，追尋夢想 Keep learning for pursuing dreams

Before joining "MentalCare Connect", I worked as a librarian. After many twists and turns, a social worker of the Mental Health Association of Hong Kong suggested a catering training for me. I learnt a lot in three months training such as sweeping, cutting, cooking and so on. I gradually interested in catering service. Afterwards, I was employed as shopkeeper in "Cheers Café" and I now work in "MentalCare Connect" for three and a half years.

"Cheers Café's" colleagues and supervisors are very friendly. All of my colleagues are persons in recovery and our team is cooperative and supportive. We work actively and take the initiative to study interest classes. I am glad to obtain a Certificate of Hygiene Supervisor which enhances my knowledge on the requirements of food safety.

I enjoy working in "MentalCare Connect" and my live become more fruitful and meaningful. Apart from working eight to twelve hours a day, I study catering courses such as western cooking and making coffee. I hope I have the opportunity to set up my own refreshment kiosk and sell handmade hot dog and sandwich. In order to achieve my dream, I will continue to study hard and learn more.



員工心聲

Cheers Café廣華醫院高級店務員
李通怡小姐

Staff Testimonial

Ms. Jessica Lee
Senior Shop Keeper,
Cheers Café @ Kwong Wah Hospital

五年前加入「明途聯繫」的大家庭，由學員做起，到現在晉升為副店務主任，很高興能與這大家庭一起成長。工作的層面已有很大的不同。猶記得做學員要執行公司指派的基層工作，同時需要瞭解各店舖的運作及與前線同事分工合作。沒有當天做學員的基礎訓練和磨練，也不會成就今天的我。

如今我作為副店務主任已達兩年，既要管理店舖由上至下，由細至大，巨細無遺，我都要承擔責任，一眼關七。所牽涉的東西已比做學員時代更複雜和富挑戰性。期間縱有順景或逆境，感恩得到公司上下同儕的配合。身為康復者的我，深深知道這一切都得來不易。對內要處理員工和自己的情緒，培養服務意識和團隊精神，教學相長；對外也要和醫院運作團隊協作及與供應商處理買賣問題，至臻制度和流程完善而具人性化。路是人行時，亦需要欄杆。而沿路總有公司上下和不同的「你」做我和隊友們的欄杆，讓我們沉穩中行得更遠。



I joined "MentalCare Connect" for five years. I worked as a trainee at the entry point and further promoted to Assistant Shop Supervisor. I am pleased to grow with the Company. The scope of work is very much different after the promotion. I still remembered that I was instructed to conduct the uncomplicated works, and further understand the shop operations and shared the works with my colleagues. Without those on-job training, I cannot be achieved as myself today.

I have been Assistant Shop Supervisor for two years, I need to manage the shop and take care any incident happened in the shop. I need to shoulder all the responsibility with handling different incidents. All the matter involved are more complex and challenging than before. There maybe up and down throughout the course of my work. My Company has provided a strong back up to me. I understood and treasured the achievement I had as it is particularly difficult for a disabled worker like me. I have to deal with the emotion of mine and my colleagues', as well as cultivate the good service attitude and teamwork. This is the learning lesson for me and my subordinates. For externally, I need to deal with the hospital for operations and the contractor for product supply. As such, I need to rationalise the system and make it both systematic and humane. A good path always equipped with rails. My senior and subordinates in the Company is my rails and pave my way for further development.

路雖難走，但欄杆處處
It's not an easy road but
railings everywhere



員工心聲
「卓思廊」律敦治醫院便利店
店長
紀式雄先生

Staff Testimonial
Mr. Kei Sik Hung, Gordon
Deputy Shop Supervisor,
"Cheers Gallery" Ruttonjee Hospital
Convenience Store

交流分享及媒體報導 Sharing & Media Coverage

2016年4月25日

珠三角社會創新學習之旅

鍾偉成先生參加4月21至22日由香港社會企業總會主辦的「珠三角社會創新學習之旅」，參觀了前海、順德及南海桂城的社創項目，並且與內地成功創業家及官員交流經驗。

Pearl River Delta Social Innovation Study Tour

Mr. Chung Wai Shing participated in the "Pearl River Delta Social Innovation Study Tour" on April 21-22 organized by the Hong Kong General Chamber of Social Enterprises for visiting the social innovative projects of Qianhai, Shunde and Guicheng, and shared experiences with the successful Mainland entrepreneurs and officials.



2016年4月25日

「Apps X 合作伙伴」啟動禮

鍾偉成先生獲邀出席由香港心理衛生會舉辦的「Apps X 合作伙伴」啟動禮擔任嘉賓講者，題目為「社企營銷策略— O2O+M的三角戀情」。

"Apps X Partners" Opening Ceremony

Mr. Chung Wai Shing was invited to be the guest speaker for the "Apps X Partners" Opening Ceremony organized by the Mental Health Association of Hong Kong, the topic entitled "Social Enterprise Marketing Strategy - Bizarre Love Triangle of O2O + M".



2016年4月26日

鍾偉成先生被列入社創基金「新香港人」

鍾偉成先生被列入社創基金「新香港人」之一，並於AM730網上平台的新專欄「創新香港人撰文」，分享如何以社會創新應對社會問題，非政府機構如何展現敢創精神。

Mr. Chung Wai Shing has been listed as one of the Hong Kong's Social Innovators of the Social Innovation and Entrepreneurship Development Fund (SIE Fund).

Mr. Chung Wai Shing has been listed as one of the Hong Kong's Social Innovators of the Social Innovation and Entrepreneurship Development Fund (SIE Fund) and accepted the invitation from AM730 to provide articles for its online platform's new column - "Articles by HKSI's" for sharing how to deal with the social problems by social innovation, hoping to act as a catalyst to stimulate NGO's innovative idea.



2016年8月3日

「Like Magazine」專訪

香港零售管理協會舉辦的「2016傑出服務獎」選舉，「明途聯繫」為社企組別的其中入圍參與機構，並獲得「Like Magazine」專訪，由鍾偉成先生分享「卓思廊」的發展及如何提供優質的顧客服務。

Interviewed by "Like Magazine"

For "The Service & Courtesy Award 2016" organized by the Hong Kong Retail Management Association, "MentalCare Connect" is one of the participants of the SE category, and got an interview by "Like Magazine". CEO, Mr. Chung Wai Shing shared the development of "Cheers Gallery" and how to provide quality customer service.

香港零售管理協會 2016 傑出服務獎社企組別參與機構



2016年9月25日

世界社企論壇2016

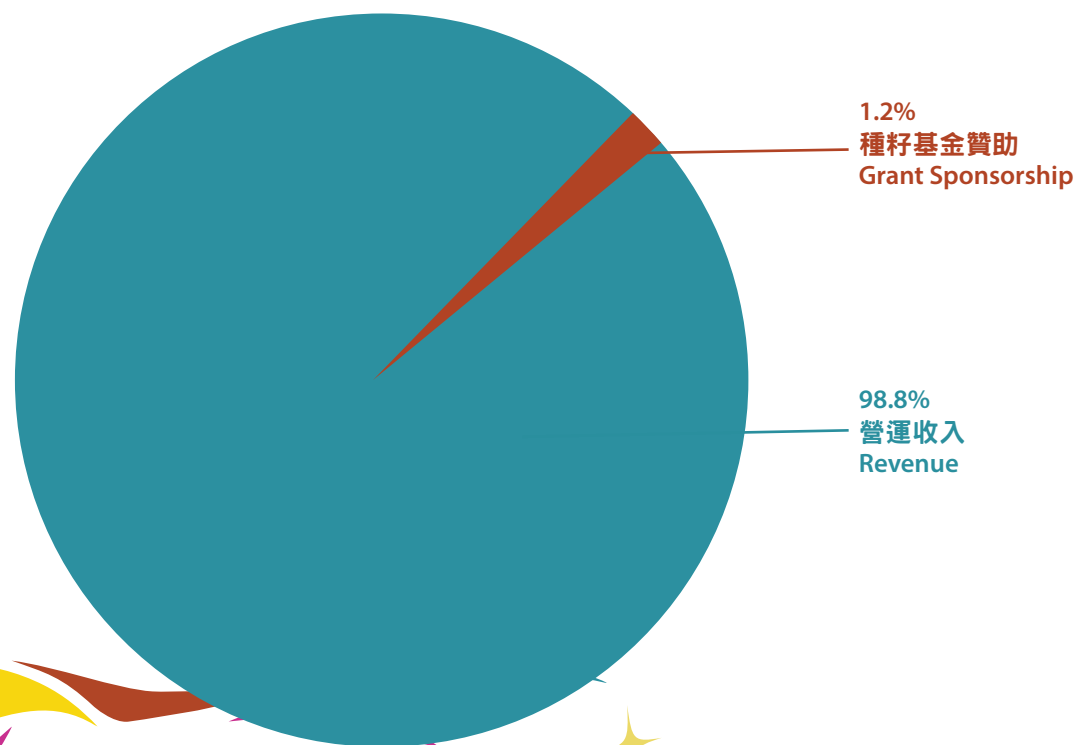
世界社企論壇(SEWF)是一項國際盛會，於2016年9月25日至27日在香港會議展覽中心舉行，主題為「利群新經濟」，讓世界各地的社企聚首一堂，討論相關政策及實踐方案，互相學習。鍾偉成先生除擔任接待及論壇後考察小組委員的召集人，並擔任工作坊 - 「社會企業的擴張」的主持人。

The Social Enterprise World Forum (SEWF) 2016

The Social Enterprise World Forum (SEWF) held at the Hong Kong Convention and Exhibition Center from 25 to 27 September 2016 was an international event for social enterprises all over the world to come together and discuss policy and practice, to learn from one another and to network. The theme was "New Frontiers New Markets". Mr. Chung Wai Shing was not only the convener of the Sub-Committee on Hospitality & Post-Forum Visits and also the facilitator of a workshop - "Scaling Up Social Enterprises".



財務回報 Financial Return 2016-2017



核數報告 Audit Report 2016-2017



T M HO SO & LEUNG CPA LIMITED

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INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF MENTALCARE CONNECT COMPANY LIMITED 明達聯發有限公司 (Incorporated in Hong Kong with limited liability)

Opinion

We have audited the financial statements of MentalCare Connect Company Limited ("the Company") set out on pages 6 to 18, which comprise the statement of financial position as at 31 March 2017, and the statement of comprehensive income, the statement of cash flows and the statement of changes in equity for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the financial statements give a true and fair view of the financial position of the Company as at 31 March 2017, and of its financial performance and its cash flows for the year then ended in accordance with Hong Kong Financial Reporting Standard for Private Entities ("HKFRS for Private Entities") issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") and have been properly prepared in compliance with the Hong Kong Companies Ordinance.

Basis for Opinion

We conducted our audit in accordance with Hong Kong Standards on Auditing ("HKSA") issued by the HKICPA. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the HKICPA's Code of Ethics for Professional Accountants ("the Code"), and we have fulfilled our other ethical responsibilities in accordance with the Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Issues Related to Going Concern

We draw attention to Note 18 in the financial statements, which indicates that there was net current liabilities as at 31 March 2017. As stated in Note 18 to the financial statements we are assured that continuing financial support from the immediate parent and ultimate controlling party will be forthcoming. Our opinion is not modified in respect of this matter.

Other Information

The directors are responsible for the other information. The other information obtained at the date of this auditor's report is information included in the report of the directors set out on pages 1 to 2, but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

Page 3

T M HO SO & LEUNG CPA LTD.

CERTIFIED PUBLIC ACCOUNTANTS

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on the work we have performed on the other information obtained prior to the date of this auditor's report, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of Directors for the Financial Statements

The directors are responsible for the preparation of the financial statements that give a true and fair view in accordance with HKFRS for Private Entities issued by the HKICPA and the Hong Kong Companies Ordinance, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Company or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. This report is made solely to you, as a body, in accordance with section 405 of the Hong Kong Companies Ordinance, and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with HKSA will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with HKSA, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.

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T M HO SO & LEUNG CPA LTD.

CERTIFIED PUBLIC ACCOUNTANTS

- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

T M Ho So & Leung CPA Ltd.

T M Ho So & Leung CPA Limited
Certified Public Accountants (Practising)
Hong Kong

Date: 11 SEP 2017

Practising Director: Kwok Kam Sim
Practising Certificate No.: P03736

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MENTALCARE CONNECT COMPANY LIMITED
明途聯繫有限公司
STATEMENT OF FINANCIAL POSITION
AS AT 31 MARCH 2017

	NOTE	2017 HK\$	2016 HK\$
NON-CURRENT ASSETS			
Plant and equipment	4	3,678,460	3,145,854
CURRENT ASSETS			
Inventories	5	5,861,676	4,831,718
Deposits		382,757	323,507
Payment in advance		103,278	617,067
Trade and other receivables		2,541,768	1,946,534
Cash and bank balances		5,470,400	4,683,875
		14,359,879	12,402,701
CURRENT LIABILITIES			
Accrued expenses		2,517,342	1,976,851
Trade and other payables		10,814,361	9,446,534
Received in advance		402,868	257,025
Deferred income	6	838,781	592,494
		14,573,352	12,272,904
NET CURRENT (LIABILITIES)/ASSETS		(213,473)	129,797
TOTAL ASSETS LESS CURRENT LIABILITIES		3,464,987	3,275,651
NON-CURRENT LIABILITIES			
Amount due to immediate parent and ultimate controlling party	7	0	(3,075,984)
Deferred income	6	(1,483,399)	(1,337,032)
		(1,483,399)	(4,413,016)
NET ASSETS/(LIABILITIES)		1,981,588	(1,137,365)
Represented by:			
Share capital	8	3,000,000	4
SWD funds		161,986	161,986
Accumulated losses		(1,180,398)	(1,299,355)
TOTAL FUND AND RESERVES		1,981,588	(1,137,365)

The accompanying accounting policies and explanatory notes form an integral part of, and should be read in conjunction with, these financial statements.

These financial statements were approved and authorised for issue by the Company's Board of Directors on 11 SEP 2017

Lai Benjamin
Director

Wong Meng Kong
Director

MENTALCARE CONNECT COMPANY LIMITED
明途聯繫有限公司
STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 31 MARCH 2017

	NOTE	2017 HK\$	2016 HK\$
INCOME			
Grant income	6	2,039,012	1,388,868
Sales income	9	116,927,261	107,750,836
Sundry income		104,591	218,557
Total Income	10	119,070,864	109,358,261
EXPENDITURE			
Cost of sales	11	83,702,825	77,470,440
Staff Cost			
- Salaries, wages and allowances		19,862,510	16,534,200
- Contribution to MPF		1,033,027	773,561
Depreciation on plant and equipment	4	1,448,751	1,343,479
Management fee to immediate parent and ultimate controlling party		350,782	646,124
Other operating expenses	13	12,554,012	12,351,091
Total Expenditure		118,951,907	109,118,895
PROFIT AND			
TOTAL COMPREHENSIVE INCOME FOR THE YEAR	10	118,957	239,366

The accompanying accounting policies and explanatory notes form an integral part of, and should be read in conjunction with, these financial statements.

鳴謝 Acknowledgement

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電話：2470 7065 傳真：2470 7026

“Cheers Gallery” Pok Oi Hospital Rehab Shop

G/F Lobby, Central Wing, Pok Oi Hospital, Au Tau, Yuen Long, N.T.
Tel: 2470 7065 Fax: 2470 7026

「卓思廊」將軍澳醫院復康用品專賣店

九龍將軍澳坑口寶寧里2號將軍澳醫院1樓
電話：2208 0456 傳真：2209 4764

“Cheers Gallery” Tseung Kwan O Hospital Rehab Shop

1/F, Tseung Kwan O Hospital, 2 Po Ning Lane, Tseung Kwan O, N.T.
Tel: 2208 0456 Fax: 2209 4764

「卓思廊」屯門醫院復康用品專賣店

新界屯門青松觀道屯門醫院主座地下大堂6號舖
電話：2463 1905 傳真：2463 1906

“Cheers Gallery” Tuen Mun Hospital Rehab Shop

Shop 6, G/F Lobby, Main Block, Tuen Mun Hospital, Tsing Chung Koon Road, Tuen Mun, N.T.
Tel: 2463 1905 Fax: 2463 1906

「卓思廊」瑪麗醫院復康生活幹線

香港薄扶林道102號瑪麗醫院K座地下B舖
電話：2762 2728 傳真：2762 2778

“Cheers Gallery” Queen Mary Hospital Rehab Links

Shop B, G/F, Block K, Queen Mary Hospital, 102 Pokfulam Road, H.K.
Tel: 2762 2728 Fax: 2762 2778

聯絡我們 Contact Us

「卓思廊」明愛醫院復康生活幹線

九龍深水埗永康街111號明愛醫院懷明樓三樓
電話：2242 6313 傳真：2242 6312

“Cheers Gallery” Caritas Medical Centre Rehab Links

3/F, Wai Ming Block, Caritas Medical Centre, 111 Wing Hong Street,
Sham Shui Po, Kowloon
Tel: 2242 6313 Fax: 2242 6312

「卓思廊」黃大仙醫院復康生活幹線

九龍沙田坳道124號東華三院黃大仙醫院主座2樓大堂
電話：2568 2256 傳真：2568 2256

“Cheers Gallery” Wong Tai Sin Hospital Rehab Links

Lobby, 2/F, Main Block, TWGHs Wong Tai Sin Hospital, 124 Shatin Pass Road,
Wong Tai Sin, Kowloon.
Tel: 2568 2256 Fax: 2568 2256

「卓思廊」復康用品專賣店 (南京街)

九龍佐敦南京街12號地下
電話：3586 1525 傳真：3586 1526

“Cheers Gallery” Rehab Shop @ Nanking Street

G/F, 12 Nanking Street, Jordan, Kowloon
Tel: 3586 1525 Fax: 3586 1526

「卓思廊」復康用品專賣店 (觀塘)

九龍觀塘偉業街181號盈達商業大廈十一樓A室
電話：8206 6160 傳真：2710 8322

“Cheers Gallery” Rehab Shop @ Kwun Tong

Flat A, 11/F., Yin Da Commercial Building, 181 Wai Yip Street, Kwun Tong, Kowloon
Tel: 8206 6160 Fax: 2710 8322

「卓思廊」復康生活幹線 (協和街)

九龍觀塘協和街143號地下
電話：3974 5027 傳真：3974 5097

“Cheers Gallery” Rehab Links @ Hip Wo Street

G/F, 143 Hip Wo Street, Kwun Tong, Kowloon
Tel: 3974 5027 Fax: 3974 5097

「卓思廊」復康生活幹線 (窩打老道)

九龍窩打老道31B地舖
電話：3709 8798 傳真：3709 8799

“Cheers Gallery” Rehab Links @ Waterloo Road

G/F, 31B Waterloo Road, Kowloon
Tel: 3709 8798 Fax: 3709 8799

餐飲業務 Catering Service

北區醫院「Cheers Café」

新界粉嶺保健路9號北區醫院地下大堂
電話：2672 9733 傳真：2672 9733

“Cheers Café” North District Hospital

Shop B, G/F Lobby, North District Hospital, 9 Po Kin Road, Fan Ling, N.T.
Tel: 2672 9733 Fax: 2672 9733

教育局教育服務中心「Cheers Café」

九龍塘沙福道19號教育局九龍塘教育服務中心東座平台02室
電話：2794 1101 傳真：2794 1102

“Cheers Café” Education Bureau Education Service Centre

EP02, Education Bureau Kowloon Tong Education Services Centre, 19 Suffolk Road,
Kowloon Tong, Kowloon
Tel: 2794 1101 Fax: 2794 1102

屯門醫院Cheers Bakery「喜点」

新界屯門青松觀道屯門醫院主座地下大堂E舖
電話：2463 6871 傳真：2463 6872

“Cheers Bakery” Tuen Mun Hospital

Shop E, G/F Lobby, Tuen Mun Hospital, Tsing Chung Koon Road, Tuen Mun, N.T.
Tel: 2463 6871 Fax: 2463 6872

黃大仙醫院Cheers Café

九龍黃大仙田坳道124號東華三院黃大仙醫院A座1樓
電話：2404 0760 傳真：2609 5090

“Cheers Café” Wong Tai Sin Hospital

Level 1, Block A, TWGHs Wong Tai Sin Hospital, 124 Shatin Pass Road,
Wong Tai Sin, Kowloon
Tel: 2404 0760 Fax: 2609 5090

廣華醫院Cheers Café

九龍油麻地窩打老道25號廣華醫院中座2樓
電話：2776 6796 傳真：29814264

“Cheers Café” Kwong Wah Hospital

2/F, Central Stack, Kwong Wah Hospital, 25 Waterloo Road, Yau Ma Tei, Kowloon
Tel: 2776 6796 Fax: 29814264

聯絡我們 Contact Us

「復康速遞」直銷業務 "Rehab Express" Direct Sales Service

「復康速遞」訂購熱線

九龍觀塘偉業街181號盈達商業大廈十一樓A室
訂購熱線: 8206 6160 訂購傳真: 2710 8322
網站訂購: www.rehabexpress.com.hk

"Rehab Express" Hotline Ordering

Flat A, 11/F, Yin Da Commercial Building, 181 Wai Yip Street, Kwun Tong, Kowloon
Order Hotline: 8206 6160 Order Fax: 2710 8322
Order Online: www.rehabexpress.com.hk

《復康速遞》雜誌

九龍觀塘鴻圖道16號志成工業大廈12樓1206室
電話: 2710 8860 傳真: 2710 8210

"Rehab Express" Magazine

Room 1206, 12/F, Houtex Industrial Building, 16 Hung To Road, Kwun Tong, Kowloon
Tel: 2710 8860 Fax: 2710 8210

「卓思」市場推廣服務

九龍觀塘鴻圖道16號志成工業大廈12樓1206室
電話: 2710 8860 傳真: 2710 8210

"Cheers" Marketing & Promotion Service

Room 1206, 12/F., Houtex Industrial Building, 16 Hung To Road, Kwun Tong, Kowloon
Tel: 2710 8860 Fax: 2710 8210

傳單速遞

九龍觀塘鴻圖道16號志成工業大廈12樓1206室
電話: 2710 8860 傳真: 2710 8210

Handbill Service

Room 1206, 12/F., Houtex Industrial Building, 16 Hung To Road, Kwun Tong, Kowloon
Tel: 2710 8860 Fax: 2710 8210

機構消費計劃 Organizational Consumption Project

醫院管理局職員合作社

九龍亞皆老街147B醫院管理局大樓207-S室
電話: 2300 6981 傳真: 2194 6867

Hospital Authority Staff Co-op Shop

Room 207S, Hospital Authority Building, 147B Argyle Street, Kowloon
Tel: 2300 6981 Fax: 2194 6867

「樂協」社團優惠坊

銅鑼灣軒尼詩道423-425號嘉年華商業大廈2樓
電話: 2264 8027 傳真: 2264 8029

Cheers Coop

2/F, Ka Nin Wah Commercial Building,
423-425 Hennessy Road, Wan Chai, H.K.
Tel: 2264 8027 Fax: 2264 8029

「悅購網」

「悅購網」網上商店: www.cheerspointnet.com.hk

"Cheers Point Net"

"Cheers Point Net" Online Shop: www.cheerspointnet.com.hk

社企淘

SE Mall: www.SEmail.hk

清潔業務 Cleansing Service

九龍觀塘鴻圖道16號志成工業大廈12樓1206室
電話: 2710 8860 傳真: 2710 8210

Room 1206, 12/F., Houtex Industrial Building, 16 Hung To Road, Kwun Tong, Kowloon
Tel: 2710 8860 Fax: 2710 8210

