





# 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。

### **Vision**

Everyone should have an equal and dignified employment opportunity.

## 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。
- 經營溢利會全數重投於業務的未來發展。

## **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.
- All operation profits will be reinvested in the future business development.



# 主席序言

FOREWORD BY THE CHAIRMAN



明途聯繫有限公司董事會主席

### Dr. Benjamin Lai

Chairman
Board of Director of
MentalCare Connect Company Limited



過去一年,香港經歷了幾十年來從未遇過的動 盪。我們不僅遇到了本地事件,包括社會運動、 互聯網自主報導的新聞、信息過載、觀點兩極 化、人與人之間因不同的見解和觀念所產生的撕 裂、產業停止運作、旅遊業停滯發展和經濟衰 退。另外,我們還須面對國際問題,如中、美之 間的貿易戰及技術爭端。 除此之外,整個世紀從 沒遇過的新冠肺炎疫情大流行亦影響了全世界, 包括我們的祖國中國和香港特別行政區。雖然香 港沒有實施全面封鎖,但因應疫情推行遏制傳播 鏈的措施,例如學校停課,康樂及運動場地暫停 開放,鼓勵在家工作,同時亦實施社會限聚令, 以致某些行業亦需停業,營業時間及顧客人數大 受影響。過去來往香港頻繁的空運、海運和陸路 運輸交通亦減至新低。不論年齡、性別、職業 和家庭背景,市民的日常生活均受到不同程度的 影響。不同的壓力因素,長時間受壓對個人的抗 疫力來說是一大挑戰,也無可避免地對個人的心 理健康造成考驗。但從另一個角度來說,它亦可 以被視作是對個人忍耐、經驗、思維、感覺、技 能、全新適應及互相支援彼此關係的嶄新發展時 代。「明途聯繫」亦與普羅大眾一樣,面對不同的

作為香港心理衞生會附屬的社會企業,「明途聯繫」的雙底線是實現財務可持續性並肩負社會責任,為弱勢群體提供就業和培訓機會,並營造有利於相互支持及正向發展的精神健康工作間。多年來的營運經驗正正反映要持守這道雙底線並非易事。 而過去一年,社會動盪令這項任務變得舉步維艱。

Hong Kong had faced a turbulent year that had not been experienced for decades. We encountered not only local issues including social unrest, automatic internet driven news, information overload, dichotomy of views, segregation of people with separate attitude and belief, interruption of business, disruption of the tourist industry and economic downturn. We had to face international issues including the trade war and the disputes in technology between China and the United States. On top of these COVID-19 pandemic, one that had not been met for a century, struck the world, including our mother country China and Hong Kong SAR. While locally we did not have a complete lockdown, a number of measures were implemented to stop the chain of infection. For example, schools were suspended, recreational and sports venues were closed, home offices were encouraged, social restriction order was put in place, certain business sectors were suspended, and business hours and number of persons allowed were restricted. The usually enormous number of people passing in and out of Hong Kong by air, by sea and on land disappeared. Irrespective of one's age, gender, occupation and family background, daily life is affected to various extents. The combination of these stressors for such a prolonged period of time is a test of a person's coping, resilience and reserve, and inevitably a challenge to a person's mental health. From another angle, it can be seen as a time for growth and development of one's patience, experience, thinking, feelings, skills, new ways of coping, and development of mutual support and relationship. "MentalCare Connect" is put to the test and challenge like everyone else.

As a social enterprise under The Mental Health Association of Hong Kong, our double bottom lines are to achieve financial sustainability and shoulder social responsibilities. The Company is to provide employment and training opportunities for the disadvantaged persons, and to promote a working environment facilitating the development of mutual support and positive mental health. To meet both bottom lines has not been an easy task as we have experienced over the years. The task is not made easier with the turbulence in the past year.



受惠於政府對商界及時的財政援助,以及公司員工的努力,以致公司業務得以維持,我很高興分享過去一年公司的持續增長和發展。比對去年,「明途聯繫」本年度的營業額達HK\$16,800,000,增長約8%,淨利潤約為HK\$1,000,000。公司將繼續經營醫院的零售網絡,並積極將業務開拓至社區。「明途聯繫」將繼續與其他社會企業共同努力,推廣企業社會責任和支持弱勢群體。

2003年2月,非典型肺炎在本地一家醫院流傳時,大眾感到困惑並討論感染是否只是醫院內部的單一事件,抑或可能已傳播至社區。 那是一段痛苦的經歷。來到2020年2月,當知道新冠肺炎時,市民已自動戴上口罩防疫,口罩亦迅速售罄。大眾以至衞生部門並沒有掉以輕心,相信市民在充份準備下定能克服疫情。

我謹代表董事會感謝民政事務局、社會福利署、 醫院管理局、各供應商,名譽顧問和其他持份者 對「明途聯繫」持續的支持和提點。董事會感謝鍾 偉成先生及其團隊為公司成功作出的貢獻和努力。 我謹感謝董事會成員對公司作出的精闢獨到的見 解和不斷的支持。 Thanks to the timely financial support by the Government to business sectors as well as the dedication and the hard work of the staff, "MentalCare Connect" does not only able to maintain its business in the adverse environment. I am pleased to share with you the continuing growth and development of the Company over the past year. The turnover of the business of Company has grown to HK\$16,800,000 in the year with a growth of around 8% over the previous year and the net profit of the Company in the year is around HK\$1,000,000. While the Company will maintain its business outlets inside the hospitals, it is expanding its shops outside of the hospitals. It will continue the joint efforts with other social enterprises in the promotion of corporate social responsibilities and support of the disadvantaged persons.

It was strange feelings in February 2003 when SARS developed in a hospital locally when there were debates whether the infection was only a single hot spot inside a hospital or the infection might spread to the community. We had a bitter experience then. It was natural that by February 2020 when COVID-19 was known, masks were worn and sold out rapidly. The local community and the local health care sector did not take it lightly. Challenges are for the prepared to overcome.

On behalf of the Board I would like to thank the Home Affairs Bureau, Social Welfare Department, the Hospital Authority, suppliers, honorary advisors and other stakeholders for their continual support and advice to the Company. The Board is grateful to Mr. Chung Wai Shing and his staff for their dedication and hard work for the success of the Company. I wish to thank members of the Board for their insightful advice and untiring support to the Company.



不少創業家都是悲觀的積極者,看事情經常看得較悲觀,但卻會積極解決問題,化危為機!或許這種兩極特質在生意的經營和管理上也有一定的好處,特別是在風險管理和超前思維下的策響,因為一年受社會運動和新冠肺炎疫情影響,無論人際關係、社會政經和營商環境都起着急變化,要保持冷靜樂觀實在有點天真;但要麼坐以待斃,抑或正向積極地面對,全在一念之間,就是這一念,「明途聯繫」上下同事都「動」起來,成就了連續8年錄得淨利,僱員人數也持續增長!這可說是「逆」境出來的力量。為回饋員工,是年再次發放年終特別獎金,以資獎勵!

財務表現

2019-2020年度,公司總收入為HK\$168,210,113,同比增長約8.1%,與上年度的增長率相若。其中「創業展才能」計劃及「伙伴倡自強」社區協作計劃共資助HK\$1,567,094作為多項社企項目的種籽基金,約佔整體收入的0.93%,公司稅後盈利為HK\$1,032,603,是年稅務支出為HK\$105,221。營運收入增加主要是近年在社區開設的店舖均座落於民生區域,鄰近醫院,雖然面對過去一年的社會運動和新冠肺炎疫情的爆發,但仍能保持實定的營收,個別店舖更有可觀增長。若非醫院實施「緊急級別」應變措施,致令醫院的零售及餐飲店舖在2-3月期間收入大幅下跌四成及八成,是年度的營業額和盈利將可更上一層樓。

Many entrepreneurs are pessimistic doer, they will gloomily approach incidents and actively seek for solutions. The problem was then solved and the crises were turned into opportunities! Perhaps these extreme characteristics render certain benefits in business operations and managements, particularly in risk management and forwardthinking strategy formulation. In the past year, the social movement and coronavirus pandemics affected our lives drastically in terms of interpersonal relationships, social-political and business environment. Such unprecedented condition is particularly hard for one to remain calm and optimistic. In this situation, we may resign to our own fate or proactively tackle the hard times. It all comes in one thought. "MentalCare Connect" has chosen to stand up and find way forwards in this tough moment. The Company records 8 years profit in a row, along with the growing workforce. Such result was originated from the strike against the adverse situation. In order to reward our dedicated staff, "MentalCare Connect" had been continue to release special year-end bonus this year.

### **Financial Performance**

In 2019-2020, the total revenue of "MentalCare Connect" generated was HK\$168,210,113, an increase of approximately 8.1% year-on-year. The growth rate was about the same as compared with last year. Among them, the seed funds from "Enhancing Employment of People with Disabilities through Small Enterprise Project" and "Enhancing Self-Reliance through District Partnership Programme" were sum up as HK\$1,567,094, accounting for 0.93% of the overall income. The tax payable for the income was HK\$105,221. The increase in operating income is largely due to the opening of retail outlets in the community in recent years where the public hospital was in the vicinity. The revenue generation was stable and some shops even recorded positive growth, regardless of the social movement and the spread of coronavirus in the past year. The hospital implemented "Emergency Level" led to the drop of 40% and 80% in our retail and catering businesses respectively in the public hospitals, within February and March, 2020. Otherwise, this year's turnover and profit should be more magnificent.

### 履行核心價值

至2020年三月止,「明途聯繫」營運中的社企數目達32個,共聘用183位僱員,其中112位來自弱勢社群(102位精神病康復者),佔僱員人數的61%。是年度各機構轉介到公司及轄下店舖實習的學員達333人次。在推廣「幫襯社企」運動方面,公司透過「社企淘」網購平台及「利群採購券」繼續鼓勵企業及公眾人士以消費支持社企的可持續發展,另外亦舉辦企業伙伴共益系列之「工作間精神健康急救暨利群採購頒獎禮」,藉此表揚合作伙伴在責任採購方面的貢獻。

#### 業務發展

去年「明途聯繫」新開四間店舖,包括「卓思廊」 瑪嘉烈醫院復康生活幹線及荔景大樓便利店,「樂協」社團優惠坊(稅務大樓)及「卓思廊」復康生活幹 線(街市街),但同期「卓思廊」復康生活幹線(黃 大仙醫院),Cheers Café(黃大仙醫院)及Cheers Café(廣華醫院)卻分別因重新招標而喪失經營 權。近年,公司積極發展街舖就是要避免店舖過 份集中在醫院所引致的經營風險,包括店舖約滿 重新招標及流感疫症帶來的醫療風險。

2020-2021年度是「明途聯繫」「Mission 2020」最後一年,公司將趁社會運動和新冠肺炎疫情導致商舖租金下調的契機,在社區尋找合適的舖位開設復康店及Cheers Café,為弱勢社群創造更多就業機會。

數據顯示網購的營業額比上年度有可觀增長,相信是市民大眾受社會運動和疫情的影響致經常留在家中所引發的購物新常態,因此公司將加強線上線下的營銷及整合以提升顧客的忠誠度和滿意度。

### 展望

執筆時香港的疫情依然反覆,這個席捲全球的災害未有緩和跡象,可預見經濟會持續下滑,失業率和貧窮問題會持續上升,或許這也是社企發揮更大功能的時候。「明途聯繫」將一如既往整合社會及內部資源以履行使命。在此特別感謝每一位店舗員工,他們在疫情期間仍緊守崗位為病友及市民大眾提供優質的零售及餐飲服務。同時,感謝董事會對本人的信任和支持,對公司上下員工的關懷和慷概!

### **Core Mission Implementation**

As of March 2020, "MentalCare Connect" operates 32 social enterprises projects. The Company employs a total of 183 employees, of which 112 are disadvantaged groups of people (102 of them were mentally disabled). This accounts for 61% of the total number of staff. 333 trainees were referred by various organisations to the Company for placement. In promoting the "Buy Social" Movement, "MentalCare Connect" encourages the corporate and public to support the sustainability of social enterprises via the "SE Mall" online shopping platform and "SE coupons". The Company also organised "Business Partner Engagement Series: Mental Health First Aid in Workplace cum Social Procurement Award Presentation Ceremony" for recognising the contribution of its business partners in social procurement.

### **Business Development**

Last year, "MentalCare Connect" opened four new stores, including "Cheers Gallery" Princess Margaret Hospital Rehab Links, "Cheers Gallery" Lai King Building Convenience Store, "Cheers Coop" (Revenue Tower) and "Cheers Gallery" Rehab Links at Market Street. At the same time, we lost the operations of "Cheers Gallery" Wong Tai Sin Hospital Rehab Link, Cheers Café at Wong Tai Sin Hospital & Kwong Wah Hospital in the retendering exercises. In recent years, the Company develops the network of street front shop, for spreading the operating risks in hospitals especially the re-tendering exercises and medical risks due to the influenza and related disease.

2020-2021 marks the last year of "Mission 2020". The Company will further develop its street front retail network by opening Rehab Shop and Cheers Café, especially due to the predicted downturn of shop rental due to the social movement and pandemic. This further enhances the creation of job opportunities to disabled and disadvantaged groups of people.

Our in-house figures show that the turnover from online platform record a significant increase as compared with last year. It is believed that the shopping pattern was skewed from conventional to online one, because of the social movements and pandemics. Shoppers will stay more time at home. The Company will thus strengthen the online and offline marketing strategies for further integrating and enhancing customers' loyalty and satisfaction.

#### **Future**

The situation of COVID-19 outbreak in Hong Kong remains volatile amid my preparation of Executive Report. The global disaster shows no signs of relieving either. It is predicted that the economy will continue to decline, unemployment rate and poverty will continue to worsen. Perhaps this is also the critical time for social enterprises to perform greater functions. "MentalCare Connect" will continue to integrate social and internal resources to live up our mission. I would like to express my special gratitude to my frontline staff who committed to their work with providing high-quality retail and catering services to patients and the general public. At the same time, I would like to thank the board of directors for their trust and support to me, and for their care and generosity to the staff of "MentalCare Connect".

## 組織架構 **ORGANIZATIONAL CHART**

## 香港心理衞生會執行委員會 **Executive Committee of** The Mental Health Association of Hong Kong

## 明途聯繫有限公司董事會 Board of Directors of MentalCare Connect Co., Ltd

Chairman:

Directors:



黎守信醫生 Dr. Benjamin Lai



盧德臨醫生 Dr. Lo Tak Lam



梁士雄先生 Mr. Carlos Leung



黃銘光醫生 Dr. Wong Meng Kong Dr. Pan Pey Chyou





蕭敏康博士 Dr. Andrew Siu

公司義務秘書: Hon. Secretary:



鍾偉成先生 Mr. Chung Wai Shing





香港心理衞生會總幹事 何惠娟女士 Ms. Kimmy Ho (Director of The MHAHK)

### 明途聯繫有限公司 MentalCare Connect Co. Ltd.

行政總裁:鍾偉成先生 Mr. Chung Wai Shing (Chief Executive Officer)

零售營銷 Retail Marketing

企業營銷 Corporate Marketing

財務及人力 資源部 Finance & Human Resources Department

資訊科技部 Information & Technology Departmen

行政部 Administrative Department

零售業務 Retail Service

市場推廣服務 Marketing and Promotion Service

出版業務 **Publications** 

電子商務 Electronic Commerce 餐飲業務 Catering Service

清潔業務 Cleansing Service

# 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

金保華小姐(零售營銷)Ms. Winnie Kam (Retail Marketing) 董永恆先生(企業營銷)Mr. Philip Tung (Corporate 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 Manager

陳彩嫻小姐 Ms. Aggie Chan 蔡曉東先生 Mr. Tony Choy 陳玉鳳小姐 Ms. Corinna Chan 鄭家俊先生 Mr. Kevin Cheng 王國榮先生 Mr. Dennis Wong

### 助理經理 Assistant Manager

伍偉照先生 (市場營銷) Mr. Wilfred Ng (Sales & Marketing) 鍾妙瑩小姐 (企業營銷) Ms. Miu Chung (Corporate Marketing) 陳倩嫻小姐 (會計) Ms. Annis Chan (Accounts)

王佩珊小姐 (市場營銷) Ms. Rosetta Wong (Sales & Marketing) 關嘉穎小姐 (人力資源) Ms. Wing Kwan (Human Resources)

### 企業營銷/財務/資訊科技及物流高級主任

Corporate Sales/Retail Marketing/Finance and Human Resources/ Information Technology & Logistic Senior Officer

李詩敏小姐 Ms. Mandy Lee 朱銘禧先生 Mr. Tony Chu 梁孟威先生 Mr. Barry Leung

劉家業先生 Mr. Tony Lau

## 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 Officer

李 春小姐 Ms. Printemps Lee 蕭笑慧小姐 Ms. Ada Siu 唐佩斯小姐 Ms. Teresa Tong 李寶雯小姐 Ms. Amy Li 陳家榮先生 Mr. Chan Ka Wing 許嘉略先生 Mr. David Hui

樊燕玲小姐 Ms. Anita Fan 梁惠貞小姐 Ms. Rabi Leung

## 員工團隊

### STAFF TEAM

### 店務主任

盧靜寧小姐 Ms. Loo Ching Ning 潘志偉先生 Mr. Pan Chi Wai 李 萍小姐 Ms. Lee Ping 紀式雄先生 Mr. Kei Sik Hung 李玉英小姐 Ms. Lee Yuk Ying 劉景浩先生 Mr. Lau King Ho 倪鎮惠先生 Mr. Ngai Chun Wai 黃桂萍小姐 Ms. Wong Kwai Ping 何美蓮小姐 Ms. Ho Mei Li 殷敏琪小姐 Ms. Yan Man Ki 林映余小姐 Ms. Lam Ying Yu 馬成滔先生 Mr. Fung Shing To 黄少娟小姐 Ms. Wong Siu Kuen 李偉光先生 Mr. Li Wai Kwong

吳婉兒小姐 Ms. Ng Yuen Yee
杜健鴻先生 Mr. To Kin Hung
謝寶珍小姐 Ms. Tse Po Chun
劉家傑先生 Mr. Lau Kar Kit
陳秀麗小姐 Ms. Chan Sau Lai
關景雲先生 Mr. Kwan King Wan
何茂娥小姐 Ms. Ho Mau Ngor
張宇岸先生 Mr. Cheung Yu Ngon
林月娥小姐 Ms. Lam Yuet Ngor
文玲君小姐 Ms. Man Ling Kwan
梁偉榮先生 Mr. Leung Wai Wing
陳筱萍小姐 Ms. Chan Siu Ping
徐寶蟬小姐 Ms. Chui Bo Sim
高思敏小姐 Ms. Ko Sze Man





# 社會效益亮點 (2002-2020)

SOCIAL IMPACT HIGHLIGHTS (2002-2020)

HK\$1,237,126,138

歷年營運收入 Accumulated Total Revenue

HK\$1,718,900

歷年《復康速遞》對外 慈善贊助 (77期累計) "Rehab Express" Magazine Sponsored for Charity (Accumulated for 77 issues) 2,018 歷年弱勢僱員數目

No. of Accumulated Disabled Employees

HK\$3,701,513

歷年採購社企及 庇護工場產品 Responsible Procurement for SE and Sheltered Workshops Over the Years 2,862 歷年僱員人數 No. of Accumulated Employees

HK\$22,282,624

歷年政府種籽基金資助 Accumulated Grant from Government

# HK\$168,210,113 2019-2020營運收入

Annual Revenue

## 333

(2019-2020) 為殘疾人士提供 實習崗位數目 No. of placement provided to disabled persons

# HK\$93,016,454

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

## **32**

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

## 1,660,000 歷年《復康速遞》讀者

人數 (77期累計) No. of Readers of "Rehab Express" Magazine (Accumulated for 77 issues)

# HK\$95,249,600

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

# 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 hrs)

「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 hrs)

「卓思廊 |大埔醫院便利店

"Cheers Gallery" Tai Po Hospital Convenience Store

「卓思廊」荔景大樓便利店

"Cheers Gallery" Lai King Building Convenience Store







「卓思廊」博愛醫院24小時復康店 | 便利店

"Cheers Gallery" Pok Oi Hospital Rehab Shop | Convenience Store(24 hrs)

「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(南京街)

"Cheers Gallery" Rehab Shop (Nanking Street)

「卓思廊」瑪麗醫院復康生活幹線

"Cheers Gallery" Queen Mary Hospital Rehab Links

「卓思廊」瑪嘉烈醫院復康生活幹線

"Cheers Gallery" Princess Margaret 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」廣華醫院復康生活幹線

"Cheers Gallery" Kwong Wah Hospital Rehab Links

「卓思廊」復康生活幹線(協和街)

"Cheers Gallery" Rehab Links (Hip Wo Street)

「卓思廊」復康生活幹線(窩打老道)

"Cheers Gallery" Rehab Links(Waterloo Road)

「卓思廊」復康生活幹線 (街市街)

"Cheers Gallery" Rehab Links(Market Street)

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

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

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





「樂協」社團優惠坊(銅鑼灣) Cheers Coop (Causeway Bay)



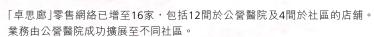
# 主要業務

## MAJOR OPERATIONS

## 零售業務 Retail Business

「卓思廊」零售網絡 "Cheers Gallery" Retail Network

> Ch<sup>eg</sup>RS GallerY 卓思廊



The retail network of the "Cheers Gallery" has increased to 16 and covers 12 public hospitals and 4 shops in community. The business has been successfully extended from public hospitals to different communities.

於2020年3月新增荃灣街市街「復康生活幹線」,同年12月將擴展至港島區筲 箕灣,開拓第5間社區店舖。

The new "Cheers Gallery" located in Tsuen Wan was opened in March 2020. In December the same year, "MentalCare Connect" will open its fifth "Cheers Gallery" at Shau Kei Wan.

銷售產品超過一萬多款。

Over 10,000 types of products selling in Cheers Gallery.

## 「卓思廊」零售網絡 "Cheers Gallery" Retail Network



營業額 Sales turnover **HK\$83,511,491** 



銷售貨品種類 (SKU) **超過Over 10,000** 



供應商數目 No. of Supplier 超過Over 600



卓思廊會員人數 No. of Cheers Club members 超過Over 40,000





未來,「卓思廊」會繼續為顧客搜羅更多不同類型的復康產品,提供更貼心的服務,滿足大眾的需求。

In the future, "Cheers Gallery" will continue to provide customers with more different categories of rehab products and provide more intimate services to meet our customers' needs & expectations.

### 業務發展

### **Business Development**

過往一年公司與「葛蘭素史克」緊密合作,開展醫院內市場推廣服務,發揮公司多年來在醫院網絡建立的宣傳渠道及產品專業知識,為客戶鞏固及開拓目標顧客群。

The Company actively engages with GlaxoSmithKline to implement a marketing service with exploring and development new target segments with utilizing the established hospital network and promotional channels as well as its sophisticated product knowledge.



15



醫院展銷數量 No. of Hospital Booth **51** 





## 機構消費計劃 Organizational Consumption Project

## 實體店 Physical Shop

公司在政府透過產業署推出的「關愛社會的租務安排」計劃下成功投得灣仔税務大樓地下2號舖的經營權,於2019年8月開設「樂協」社團優惠坊(税務大樓)分店,銷售多元化的生活百貨,店內同時設有「社企淘」專區,特意為社企產品及服務新增銷售、推廣及提貨點。 The Company successfully owns the right to operate Shop No. 2 on the Ground Floor of the Revenue Tower at Wan Chai under the "Socially Caring Leasing Arrangement" launched by the Government Property Agency. In August 2019, the Company opened "Cheers Coop" (Revenue Tower) to merchandize diversified daily necessities. The shop also set up a "SE Mall" counter which provides a new channel for selling, promoting and acting as a redeem point for products and services of social enterprises.



# 機構消費計劃 (實體店及網上商店) Organizational Consumption Project (Physical Shop and Online Shops)



銷售數量 No. of Good Sold



禮券 Coupon **410,191** 



家居用品 Household **96,986** 



食品 Food **192,139** 



文具及紀念品 Stationary & Souvenir **2,972** 



復康產品 Rehab Product **140,322** 



社企淘 SE Mall **1,819** 

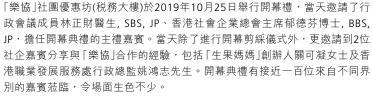


個人護理 Personal Care **120,340** 









"Cheers Coop" (Revenue Tower) officially opened on October 25, 2019. Dr. The Honourable Lam Ching-Choi, SBS, JP, member of the Executive Council, and Dr. Alice Yuk, BBS, JP, President of HKGCSE were invited as the officiating guests. In addition, two social enterprise guests Ms. Eunice Kwan, the founder of FruitsMaMa and Mr. Yiu Hung Chi, Executive Director of Hong Kong Employment Development Service are cordially invited to share their experiences in cooperating with Cheers Co-op. There were nearly a hundred guests attending the ceremony to share the joyful moment.





2019-2020年度,機構消費計劃轄下實體店的訂單總商品交易額超過五千七百萬港元,銷售額年度增幅超過百分之六。

The retail shops of Organizational Consumption Project have a total transaction valued over HK\$57 million, which is equivalent to 6% increase as compared with last year.

機構消費計劃將繼續為醫管局及「樂協」社團優惠坊會員帶來方便快 捷的購物體驗,務求將最優質的貨品以最優惠的定價回饋會員及顧 客。

HA Coop and Cheers Coop under the Organizational Consumption Project will keep bringing novel shopping experiences to the members and shoppers by offering quality goods with privilege offers and packages.

機構消費計劃會員 Membership of Organization Consumption Project





新增14間加盟機構,累積參與計劃機構達64間,會員人數超過45萬,持續增長的會員人數有利向供應商爭取更佳的貨品價格,讓會員獲得更多優惠。

14 new organizations joined the scheme this year, summing up to 64 participating institutions with more than 450,000 members. The number of member continues to grow and this is critical to bargan for attractive price and offering more privilege to our members.

配合會員機構為員工舉辦主題性及節日性活動,2019年至2020年參與了14場會員機構展銷活動,方便會員選購心水貨品。

In response to the thematic and seasonal activities for staff of member organizations, we participated in 14 corporate bazaars which provide convenience for their staff to purchase favourite products.





機構消費計劃將繼續與不同協會及專業團體聯繫,使更多機構能為其會員帶來優質購物體驗。

The Organizational Consumption Project will liaise with different associations and professional bodies to enable more organizations to enjoy quality shopping experience and further introduce their members.

## 計劃概**畧** Project Particulars



機構消費計劃機構數目

No. of associations / professional bodies joining the Organizational Consumption Project

64



機構消費計劃會員總人數 Total no. of members of the Organizational Consumption Project

450,000



企業展銷銷售額 Sales Turnover of corporate bazaars

HK\$787,423

### 利群採購 Social Procument

公司於2019年4月26日(星期五)於中環中心地下 H6 CONET 舉辦了「業務伙伴共益系列:工作間精神健康急救暨利群採購頒獎典禮」。超過五十位商界、社企界及合作伙伴代表出席,「明途聯繫」邀得母會首席企業培訓顧問黃廷儼先生講解工作間精神急救的要點和步驟,同時邀得合作伙伴恒益物業管理有限公司高級人力資源經理林淑賢女士分享與香港心理衞生會舉辦工作間精神健康講座的實用性和員工的積極參與。

The Company organised "Business Partner Engagement Series: Mental Health First Aid in Workplace cum Social Procurement Award Presentation Ceremony" at H6 CONET, Central Plaza, Central. More than 50 representatives from the business, social enterprise and partners attended the event. "MentalCare Connect" invited Mr. Vincent Wong, Principal Corporate Training Consultant of The Mental Health Association of Hong Kong to share the key points and procedures in conducting Mental Health First Aid in Workplace. Ms. Renate Lam of Hang Yick Properties Management Limited was also invited to share the practicality of the workshops and the popularity among her staff for those Mental Health courses jointly organised with MHAHK.

## **甚麼**是精神健康急救?

若遇當事人出現情緒困擾或精神健康 題,在他未得到專業人士協助前,我 可作的首要介入工作。



大會亦進行了「利群採購」頒獎儀式,並由香港心理衞生會總幹事何惠娟女士頒獎,以表揚合作伙伴積極參與責任採購運動,獎項共分一星、二星及最高級別的三星獎。





Per All All 14 Ad of This

## 業務伙伴共益系列:

## **工作間精神健康急救」講座暨「利群採購」嘉**

Business Partner Engagement Series: Mental Health First Aid in Workplace cum Social Procurement Award Presentation Ceremony



#### 得獎名單如下(排名不分先後):

The awardees are listed as follows (in arbitrary order):

#### 三星獎

3-Star Award

香港賽馬會

Hong Kong Jockey Club

#### 二星獎:

#### 2-Star Award

畢馬威會計師事務所 香港人壽保險從業員協會 仁安醫院 香港心理衞生會 星展銀行(香港)有限公司 親子王國

#### 一星獎:

#### 1-Star Award:

#### KPMG

The Life Underwriters Association of Hong Kong Union Hospital The Mental Health Association of Hong Kong DBS Bank (Hong Kong) Limited Baby Kingdom

Hang Yick Properties Managmenet Limited

Lo's Cleaning Services Ltd

Hong Kong St. John Ambulance

Hong Kong Broadband Network

Serco Group (HK) Limited

The Hong Kong Young Women's Christian Association

St. James' Settlement

The Hong Kong Institution of Engineers

Chinese YMCA of Hong Kong

Hong Yip Service Company Limited

FSES

Well Born Real Estate Management Limited

Communications & Public Affairs Office, The University of Hong Kong

Crowne Plaza Hong Kong Causeway Bay

### 業務伙伴共益系列: 工作間精神健康急救」講座暨「利群採購」嘉許

Business Partner Engagement Series: Mental Health First Aid in Workplace cum





## 推廣幫襯社企

## **Promotion of "Buy Social" Movement**



公司積極推動「幫襯社企」運動,自2017年11月起自資設立「社企淘」網購平台,在推廣此全新品牌上累積廣告贊助接近HK\$400,000,讓公眾可透過清晰鮮明的良心消費平台,從日常生活中實踐社會價值,支持社企可持續發展。現有15間社企加盟「社企淘」,網上銷售產品及服務接近300項。今年在「樂協」社團優惠坊(税務大樓)加設社企專區及Cheers Pop-up,讓灣仔區的在職人士更直接地認識不同的社企及其產品。

"MentalCare Connect" actively promotes the "Buy Social" Movement by utilising its own resources to set up "SE Mall" in November 2017. Currently the promotional and advertising sponsorship accumulated to nearly HK\$400,000. This enhanced the public to understand ethical consumption through purchase on the "SE Mall" platform and support the sustainable development of Social Enterprise. There are 15 social enterprises joining "SE Mall" and nearly 300 items and services are available. SE Corner and Cheers Pop-up is set up in Cheers Coop (Revenue Tower), enhancing the promotion of SE and their products to the public in Wan Chai area.





















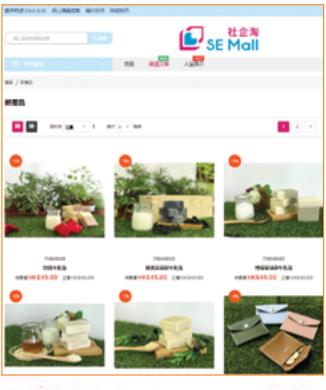
















參與社企數目 Participating SE **15** 



銷售產品及服務種類 (SKU)

267



向社企贊助廣告金額 Advertising Sponsorship to SE's

HK\$400,000

## 主要業務

### **MAJOR OPERATIONS**

## 電子商務 Electronic Commerce

### 機構消費計劃

## **Organizational Consumption Project**

機構消費計劃轄下營運三個網購平台一醫院管理局職員合作社網上商店、悦購網、「悦購網」香港賽馬會職員優惠,過去一年因著社會環境轉變,網上購物更為盛行,帶動網購業務全年單訂量仍有穩定增長,較上年度增長超過百分之四。

Organizational Consumption Project operates three online shopping platforms, namely, Hospital Authority Staff E Co-op Shop, Cheers Point Net, "Cheers Point Net" Hong Kong Jockey Club Staff Discount Offers. Due to the change of social environment, our online shops were maintained steady growth in annual order, epitomizing 4% growth in business.









網購平台於2020年初推出手機應用程式,一站式平台提供購物優惠、會員服務、最新資訊、宣傳推廣等功能,方便顧客隨時隨地訂購心水貨品。
Mobile Apps of online shops were launched at the early of 2020. This one-

Mobile Apps of online shops were launched at the early of 2020. This onestop platform provides shopping, membership services, latest information and promotion.

## 機構消費計劃 (網上商店) Organizational Consumption Project (Online Shop)



網購訂單數量 No. of order received **7,686** 



商品交易額 Monetary value of total transaction **HK\$9,939,415** 



每宗訂單平均值 Average of transaction per order **HK\$1,293** 



網購貨品數量 Quantity of goods sold **135,820** 



訂單送貨次數 No. of delivery service provided **6,675** 

### 復康用品網上商店 Rehab Express Online Shop

復康用品網上商店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,補充日常所需的復康用品。

Rehab Express Online Shop provides a one-stop and "direct-to-home" delivery service for the elderly and patients to supplement the daily rehab products.

只需購物滿\$400便可享有免費網購送貨服務,希望為有需要的病友 和照顧者提供貼心服務。

Rehab Express offers free delivery service for making a HK\$400 purchase, this can provide more convenience to patients and their caregivers.

新增Mobile Apps功能,方便客戶能隨時隨地網上購物。

New added "Mobile Apps" function, customer can enjoy the on-line shopping anytime anywhere.

特設「網上下單店舗取貨」功能,提供更靈活的網上購物服務以供客戶選擇。

Customer can collect the ordered goods from selected shops, this can provide more flexibility to our customers.



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



網購訂單數量 No. of order received

4,988



商品交易額 Monetary value of total transaction **HK\$5.365.198** 



每宗訂單平均值 Average of transaction per order **HK\$1,075** 



訂單送貨次數 No. of delivery service provided **4,080** 



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

The Most Diversified Rehab Product Online Shop in Hong Kong. A Platform to Provide Price and Information for Rehabilitation Products

電話訂購熱線 Order Hotline: 8206 6160

Whatsapp訂購 Order Whatsapp: 5114 4981

傳真訂購熱線 Order Fax: 2710 8322

網站訂購 Order Online:

www.rehabexpress.com.hk

## 物流及客戶服務 Logistic and Customer Service

物流及客戶服務中心近5,000平方尺場地,提供充裕空間處理日益增加的倉存及物流送量,全面更新的網購平台介面已於2020年11月完成,同事積極聯繫供應商及增加多元化的貨品種類,以持續提升顧客的購物體驗。

The Logistics and Customer Service Centre is approximately 5,000 sq ft in Kwun Tong , rendering ample space to handle the increasing inventory and logistics delivery volume. A comprehensive online sales interface was launched in November 2020 for further enhancing the supplier and product ranges, the customers' shopping experience can be further persistently enhanced.



## 主要業務

**MAJOR OPERATIONS** 



## 市場推廣服務 Marketing & Promotion Service

## 「卓思」市場推廣服務 "Cheers" Marketing & Promotion Service

為醫療及復康用品供應商及各大藥廠提供市場推廣服務,包括度身訂造市場推廣計劃、宣傳刊物設計、印刷及直接郵寄服務,協辦醫院展銷及舉辦線上線下專題健康教育講座。

To provide promotional services for suppliers of medical and rehab products and pharmaceutical companies, including tailored marketing and promotional programmes, promotional material design, printing and direct mailing services, co-organise bazaar and online and offline health talks.



卓思

為藥廠提供「一站式」顧問形式的服務,內容包括:招募會員、舉辦健康講座、運動班、工作坊及安排專職醫務人員為會員教授醫護知識等。

To provide "one-stop" consultancy services for pharmaceutical companies, including membership recruitment, health talks, fitness classes, workshops and arranging specialty staff to share medical knowledge to members.





「卓思」市場推廣服務致力提供更「多元化」和「一站式」的支援服務,冀成為各大藥廠和供應商的理想合作伙伴。

"Cheers" Marketing & Promotion Service committed to provide more "diversified" and "one-stop" services, seamlessly partnering with pharmaceutical companies and suppliers.





### 傳單服務 Handbill Service

提供工作機會予不同能力及需要的殘疾人士,讓他們享有具工作彈性的公開就業機會。除處理工商客戶外,近年因為公司本身的店舖數目發展迅速,所以亦增加了不少內部訂單,人力和需求亦大大增加。

In order to provide job opportunities to disabled people with different caliber and needs, the Company arranges flexible working conditions to them. Except handling customers in the business environment, the requests from internal stakeholders, particularly in terms of manpower and business demand, are also upsurge due to the rapid expansion of the Company business.





黃嘉錫律師事務所 Jimmie K.S. Wong & Partners



工聯優惠中心 The Hong Kong Federation of Trade Unions

卓思廊 Cheers Gallery



## 主要業務

### **MAJOR OPERATIONS**

## 期刊出版 Publications

《復康速遞》雙月刊 Rehab Express Magazine (Bi-monthly)

全港首創的復康專題雜誌 Hong Kong's first rehabilitation magazine

網上瀏覽內容Online content www.rehabexpress.com.hk

每期出版2萬冊,派送到全港超過2,200個地點,當中包括40間公營醫院、超過200多間診所、化驗所、社福機構、老人院及地區組織等。

20,000 copies were distributed to more than 2,200 locations in Hong Kong, including 40 public hospitals, more than 200 clinics, laboratories, social welfare organizations, elderly homes and district bodies.





與讀者分享更多有關復康護理的知識和技巧,再配合復康用品的使用資訊, 加強病友及照顧者對復健的信心,促進病友康復。

To share more knowledge and know-how in relation to rehab care with readers and further relay rehab product information for strengthening the confidence of patients and caregivers in the course of rehabilitation and promote the patient recovery process.





每期為病人自助組織或社福機構免費提供篇幅介紹罕見遺傳病或機構活動, 免費篇幅的頁數更由每期4頁增加至6頁。與讀者分享新研發的復康產品和最 新的復康資訊,一起走在時代尖端。

To provide free pages for patients' self-help organizations or social welfare organizations to introduce rare genetic diseases or the institutional activities. The number of free pages increased from 4 pages to 6 pages per issue. The readers can be beneficial with its sharing of the latest developed rehab products and the updated rehab information as well as keeping abreast of edge of the rehabilitation.

## Rehab Express 復康速遞

Rehab Express

復康速遞



## 《復康速遞》雙月刊 Rehab Express bi-monthly magazine



向社福機構贊助廣告頁數金額 Advertising sponsorship

HK\$191,000



《復康速遞》惠及讀者人數 (包括網上讀者) No. of reader (including online reader)

Over 200,000



# 《醫院管理局員工優惠計劃》 HA Staff Welfare Scheme

為接近80,000名醫管局職員共和20,000名退休員工提供優質的產品和銷售服 務,並每兩個月出版《醫院管理局員工優惠計劃》,讓會員能一覽當時得令的 貨品及其專屬優惠。

To provide quality products and sales services to nearly 80,000 HA staff and 20,000 retired staff, the bi-monthly magazine allows the readers to view the privileged packages and products at a glance.





## 《樂協會員優惠計劃》 Cheers Coop Member Bi-monthly Booklet

每兩個月出版《樂協會員優惠計劃》,為會員搜羅節慶貨品及時尚優惠,務求 讓會員能一書在手,包攬最強折扣優惠。

The bi-monthly Booklet collects all festive goods and trendy offers and the members can grasp the best discount offers at one hand.







餐飲業務 **Catering Service** 





「明途聯繫」於2010年成功於北區醫院開辦第一間Cheers Café,正式涉足餐

"MentalCare Connect" opened its first "Cheers Café" at North District Hospital in 2010 and actively involved in the catering business.

及後投得九龍塘教育局教育服務中心平台咖啡閣的營運權,開設第二間 Cheers Café •

The successful mode of operations further replicated to open the second Cheers Café at Kowloon Tong Education Bureau Education Service Centre.

經過多年累積營辦餐飲經驗,相繼於東華三院轄下的黃大仙醫院及廣華醫 院經營Cheers Café,進一步提升「明途聯繫」在餐飲方面的服務水平,惟因 市場環境的變化及配合醫院的轉變,黃大仙醫院及廣華醫院的Cheers Café 已於2019年12月停止營業。

The valuable operational experience accumulated in the past years further encouraged "MentalCare Connect" to develop. The operation of Cheers Café at TWGHs Wong Tai Sin Hospital and Kwong Wah Hospital witnessed the expansion of catering business and rendered diversified training and employment opportunities to disabled person. However, the operation was ceased in December 2019 to cope with the changes of hospitals and market demands.





面對顧客及市場的需求,「明途聯繫」將提供至臻完善的餐飲服務,並努力開 拓商機。除保留及整合具價值的專案項目外,亦會積極探討在社區開設新店 的可能性,以為殘疾人士創造多元化的訓練及就業機會。

In view of customer and market demands, "MentalCare Connect" will continue providing comprehensive catering service with retaining and consolidating valuable projects and further exploring business opportunities/ possibilities in opening street front shop in the community to render diversified training and employment opportunities to disabled person.









# 清潔業務 Cleansing Service



持續與庇護工場合作,以承接大型清潔場地合約,包括與香港心理衞生會立 人坊工場合作承接清潔合約,除了讓更多殘疾人士獲得工作機會外,合作模 式亦有利清潔業務平穩發展。

In order to enhance the stable development of cleansing service, we continuously collaborate with MHAHK sheltered workshop to undertake large scale venue cleaning contract. Such collaboration offers employment opportunities to disabled person as well as facilitating the steady operational development.

# 新清潔合約 New Contract

博愛潮語浸信會 Brotherly Love Swatow Baptist Church

聯訊科技(香港)有限公司 Unicom Technology (HK) Limited



# 員工參與及成就

# EMPLOYEE PARTICIPATIONS 8 ACHIEVEMENTS





# 2019東京國際福祉機器展 25-27/9/2019

鍾偉成先生與高級經理(零售營銷)金保華小姐聯同復康用品銷售及零售部門經理參觀於東京Big Sight舉 行的第46屆國際福祉機器展並與當地供應商交流產品的最新發展。

# **International Home Care & Rehabilitation Exhibition 2019**

Mr. Chung Wai Shing, accompanied with Ms. Winnie Kam (Senior Manager of Retail Marketing) and her team visited the 46th International Home Care & Rehabilitation Exhibition held at the Tokyo Big Sight and communicated with the local suppliers for the latest development of rehab products.



# 員工參與及成就

# EMPLOYEE PARTICIPATIONS & ACHIEVEMENTS

# 泰國社企交流團 9-13/10/2019

高級經理(企業營銷)吳秀雯女士及業務經理蔡曉東先生參加由香港社會企業總會舉辦的泰國社企交流團,到訪當地不同的社企進行交流。

# **Social Enterprises Exchange Tour to Thailand 2019**

Ms. Fanny Ng and Mr. Tony Choy, Senior Manager and Business Manager of Corporate Marketing joined the Social Enterprises Exchange Tour to Thailand organized by the Hong Kong General Chamber of Social Enterprise. They visited and communicated with a number of Thai's social enterprises.





# 「誠信管理」講座 12/6/2019

「明途聯繫」邀得香港廉政公署舉辦題為「誠信管理」講座。內容包括於提升員工的誠信意識及對反貪法例的了解,並對誠信管理提供實務建議。

# **Corporate Ethics Seminar**

"MentalCare Connect" invited ICAC to organise a seminar relating to Corporate Ethics. It provided integrity training for staff to enhance their ethical awareness and knowledge on anti-corruption laws and introduce the practical guidelines on ethical management.



# 企業成就

# **CORPORATE ACHIEVEMENTS**



## 「明途聯繫」旗下社企項目獲頒社企認證 17/9/2019

「明途聯繫」旗下「卓思廊」復康速遞直銷業務及Cheers Cafe獲頒發「創越級」,「樂協」社團優惠坊則獲「創建級」社企認證,盡顯「明途聯繫」在社企界中的營運和規模。

# **SE Projects under "MentalCare Connect" were awarded SEE Mark**

"Rehab Express" Direct Sales Service and Cheers Café under "MentalCare Connect" were awarded with SEE Mark Advanced, whereas Cheers Coop was awarded with Start-Up.



## 2019十一良心消費運動啟動禮 20/9/2019

豐盛社企學會假香港朗廷酒店舉辦「2019十一良心消費運動啟動禮」,鍾偉成先生代表香港社會企業總會領取協辦機構感謝狀, 高級經理吳秀雯代表公司獲頒贈企業伙伴感謝狀。

# Tithe Ethical Consumption Kick-off Ceremony 2019

Fullness Social Enterprise Society held "Tithe Ethical Consumption Kick-off Ceremony 2019" at Hong Kong Langham Hotel. Mr. Chung Wai Shing and Ms. Fanny Ng attended the event and received the participation certificates for the Company.



# 企業成就 CORPORATE ACHIEVEMENTS

# 第十屆香港傑出企業公民獎頒獎典禮 17/12/2019

第十屆「香港企業公民計劃」香港傑出企業公民獎頒獎典禮假香港會議展覽中心舉行。「明途聯繫」 旗下業務獲得是次活動多個獎項。

# The 10th Hong Kong Outstanding Corporate Citizenship Awards

The 10th Hong Kong Outstanding Corporate Citizenship Awards Ceremony of the Hong Kong Corporate Citizenship Program was held at the Hong Kong Conference and Exhibition Centre. "MentalCare Connect" diverse business sectors won a number of award in the Contest.

# 公司業務Company

機構消費計劃 Organizational Consumption Scheme

「卓思廊」復康用品專賣店 "Cheers Gallery" Rehab Shop

「卓思廊」便利店 "Cheers Gallery" Convenience Store

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

餐飲業務Catering Service

# 獎項Prize

銀獎Silver Award

銀獎Silver Award

優異獎Merit

優異獎Merit

優異獎Merit

# 第7回"百准保出企業公民獎」頒獎與 The 10th Hong Kong Outstanding Corporate Citizer Awards Presentation Ceremony





# 「明途聯繫」獲嘉許為「精神健康友善卓越機構」

《精神健康職場約章》(《約章》) 是一個持續的精神健康推廣和公眾教育計劃,「明途聯繫」於2019年12月獲嘉許為「精神健康友善卓越機構」。

# "MentalCare Connect" was awarded as "Mental Health Friendly Supreme Organisation"

"Mental Health Workplace Charter" was launched for enhancing the public understanding of mental health, "MentalCare Connect" was awarded as "Mental Health Friendly Supreme Organisation" in December, 2019.



# 觀塘區關愛僱主表揚計劃2019 19/1/2019

「明途聯繫」獲頒發「觀塘區<mark>關愛僱主表揚計劃2019」金狀,以表揚公司在連續十年聘用殘疾人士工作,及傷健共融上作出努力。</mark>

# Caring Employer Award, Kwun Tong District 2019

Gold Award of the "Carnival for International Day of Disabled Persons 2019" was presented to "MentalCare Connect" for appreciating its enthusiasm in creating job opportunities to disabled persons and promoting social integration.



# 交流分享及媒體報導

# SHARING & MEDIA COVERAGE

# 經驗交流 Experience Sharing



# 香港新一代文化協會「第五屆香港大學生創新及 創業大賽」4-5/5/2019

由香港新一代文化協會主辦的「第五屆香港大學生創新及創業大賽」香港 科技園舉行初賽及總決賽。鍾偉成先生獲邀為是次比賽的「文創/社企」組 別評審。

# The 5th Hong Kong University Student Innovation & Entrepreneurship Competition" organized by Hong Kong New Generation Cultural Association Innovation & Entrepreneurship Centre

The 5th Hong Kong University Student Innovation & Entrepreneurship Competition organised by HKNGCA Innovation & Entrepreneurship Centre was held at Hong Kong Science Park. Mr. Chung Wai Shing was invited to be the judging panel of "Creative Industries / Social Enterprise" of the competition and the guest of the Award Ceremony.

# 「第一屆企業社會責任與可持續發展論壇-四川成都」10/6/2019

鍾偉成先生出席假成都電子科技大學舉行的「第一屆企業社會責任 與可持續發展論壇」並擔任主旨演講嘉賓,介紹香港社會企業近年 的發展及可持續發展的因素。

# "First Corporate Social Responsibility and Sustainable Development Forum" at Chengdu, Sichuan

The First Corporate Social Responsibility and Sustainable Development Forum, co-organised by University of Electronic Science and Technology of China (UESTC) and Chengdu Charity Federation, was held at UESTC. Mr. Chung Wai Shing was invited to be the keynote speaker for sharing the development of Hong Kong Social Enterprises in recent years and the factors for their sustainable development.







# Governance Challenges in Social Enterprises & Non-Governmental Organisations (NGOs) 講座 4/7/2019

香港特許秘書公會聯同所羅門財經印刷有限公司,舉辦題為「Governance Challenges in Social Enterprises & Non-Governmental Organisations (NGOs)」的講座。鍾偉成先生獲邀為嘉賓講者之一,分享他於業界內面對機構管治的意見和經驗。

# Governance Challenges in Social Enterprises & Non-Governmental Organisations (NGOs) Talk

The Hong Kong Institute of Chartered Secretaries organised a networking talk, supported by Solomon Financial Press Limited, titled "Governance Challenges in Social Enterprises & Non-Governmental Organisations (NGOs)" for its members. Mr. Chung Wai Shing was one of the invited Guest of Honour to share his views and experiences in handling governance challenges in the industry.



## 深圳大學師生參觀「樂協」社團優惠坊 12/7/2019

深圳大學25位師生參觀「樂協」社團優惠坊。在場的師生專注聆聽店員的分享,藉此讓他們加深了解康復者融入社會就業的經歷及社會企業的運作。

# Site visit of Lecturers and Students from Shenzhen University in Cheers Co-op

Lecturers and students from Shenzhen University visited Cheers Co-op. They attentively listened to the staff stories in the sharing session. The sharing widened their understanding of the disabled group of persons re-integrating into the labour market and the operation of social enterprise.



## 台灣政治大學商學院交流團到訪 29/10/2019

台灣政治大學商學院MBA「華人企業社會責任發展實務」交流團共15位師生到訪,鍾偉成先生分享「明途聯繫」的使命、發展、挑戰和對社會的影響,學生們勇於提問,交流氣氛熱烈。

# Visit of Professors and Students from College of Commerce, National Chengchi University

A total of 15 MBA Professors and students from College of Commerce, National Chengchi University, joined the exchange tour of "Chinese Corporate Social Responsibility Development Practice" and visited "MentalCare Connect". Mr. Chung Wai Shing shared the mission and development of the Company as well as the challenges and social impact encountered. The students were enthusiastic in raising questions for exchanging point of views with the host.



# 聯合國際學院探訪「明途聯繫」22/1/2020

北京師範大學一香港浸會大學聯合國際學院社會工作與社會行政學課程主任陳錦棠博士聯同九位學生拜訪「明途聯繫」及參觀「樂協」社團優惠坊(稅務大樓)、「卓思廊」廣華醫院復康生活幹線及「卓思廊」復康生活幹線(窩打老道),以深入了解社會企業如何營運及達至社會效益。

# Visit of Programme Director and Students of United International College (UIC) to MentalCare Connect

Dr. Chan Kam Tong, Programme Director of the Social Work & Social Administration (SWSA) of Beijing Normal University-Hong Kong Baptist University United International College (UIC), together with nine students visited "MentalCare Connect" and visited "Cheers Coop" (Revenue Tower), "Cheers Gallery" Kwong Wah Hospital Rehab Links and "Cheers Gallery" Rehab Links at Waterloo Road. All these enhanced the visitors to have a better understanding on the shop operation along with elucidating the benefits brought to the disabled persons and the society.



# 交流分享及媒體報導

**SHARING & MEDIA COVERAGE** 

# 媒體報道 Media Coverage

# 鍾偉成先生應商業電台邀請分享「明途聯繫」的發展 歷程 24/6/2019

鍾偉成先生聯同「樂協」社團優惠坊店長林月娥女士應香港商業電台節目「大 玩派 - 度水不如度橋」邀請分享「明途聯繫」的發展歷程。

# Mr. Chung Wai Shing was invited by CRHK for sharing "MentalCare Connect's" business development

Mr. Chung Wai Shing & Ms. Lam Yuet Ngor, the shop supervisor of Cheers Coop, were invited by "The Fun Box" of Commercial Radio Hong Kong for sharing "MentalCare Connect" 's business development.





# 香港電台第1台「精靈一點」節目訪問 23/9/2019

高級經理(企業營銷)吳秀雯出席香港電台第一台由沈達元、方健儀主持的「精靈一點」直播節目,分享作為一間全方位社企的業務概況、殘疾人士的就業需要、如何在企業使命及自負盈虧中取得平衡。

## Interview of Healthoedia on RTHK Radio 1

Ms. Fanny Ng, Senior Manager (Corporate Marketing) attended a live interview of Healthoedia on RTHK Radio 1, which was hosted by Mr. Tat Yuen Shum and Ms. Akina Fong. The interview shared the business profile of a full-scale social enterprise, the employment needs of disabled people and how the business strived for the balance between corporate mission and financial sustainability.



# 財務回報 FINANCIAL RETURN 2019-2020

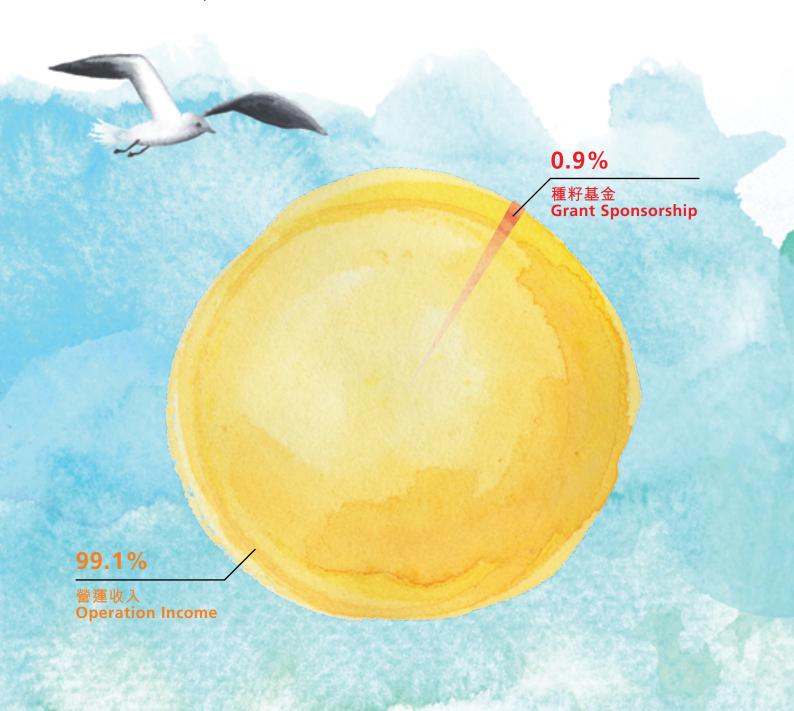
2019-2020年度總收入 Annual Revenue : HK\$168,210,112

: HK\$166,403,222

種籽基金贊助 Grant Sponsorship : HK\$1,567,093

營運收入 Revenue

責任採購 Responsible Procurement : HK\$103,020



# 核數報告

# **AUDIT REPORT 2019-2020**





REPERENT AUDITOR'S REPORT TO THE MEMBERS OF RENTHLCHAR CONNECT COMPANY LIMITED 情况即至此限。 [Incorporated in Toring Kong with Smilled Stability]

T PL BIO DO & LEGING CPA LTD.

T M NO SO & LEGNE CON LTD.

We communicate with flows charged with governance regarding, among other matters, the planned scape and timing of the south and openforms audit findings, including any openforms deficiencies in internal control facilities blanched for land or south.

THILL to 2 Dang CA OFF

# 核數報告

# **AUDIT REPORT 2019-2020**

# MEMPINICAME CORNECT COMPANY LIMITED \*\*ELECTRICAL POSTOR \*\*ALAT 31 MARKON 2008 \*\*NOTE 2008 2019 \*\*MORE COMMENT ADDRESS \*\*PART AND REAL PROPERTY \*\*PART ADDRESS COMPANY LANDAUTES \*\*PART ADDRES



### HENTALCANE COMMECT COMPANY LIMITED 可良事者を充立号 ETHTSHENT OF COMPREHENSIVE INCOME FOR THE VEHICENDED IN BARCH 2028

	MOTE	2000 HHQ	2010
INCOME			
Grant Income		UNITARE	879.105
Sales income		160,400,222	100,000,000
Sundry recome		236,797	357,760
Total Income	10	980,016,712	194,289,001
prograt			
Cost of sales	11	100,001,000	1028887
Stuff Cod.			
- Surures, wages and atoxionoms		26,143,246	23,569,294
- Contribution to NPF		OFFIRE	1,241,229
Deprecution on prant and equipment		1,861,876	1,416,941
Management fee to mimediate parent and ultimate controlling party		494,901	465,111
Other-operating expenses	10	(FJHLHR)	17,040,296
Total Expenditure		187,375,286	198,000,671
PROPIT BEFORE TAXATION	10	100084	386,360
TAX EXPENSES	10	106,321	20,249
PROFIT AND TOTAL COMPREHENSIVE INCOME FOR THE YEAR		1,880,80	300,711

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

Page

# 鳴謝 ACKNOWI.EDGEMENT

義務法律顧問	Honorary Legal Advisor
周靜嫻律師	Ms. Loretta C. H. Chow
許宗盛太平紳士	Mr Herman Hui, JP
義務商業顧問	Honorary Business Advisors
莫華勳先生	Mr. Peter Mok
紀治興博士太平紳士	Dr. Kee Chi Hing, JP
周允松先生	Mr. Winston Chow
777100	
政府部門	Government Departments
社會福利署康復服務市場顧問辦事處	Marketing Consultancy Office (Rehabilitation), Social Welfare Department
社會福利署	Social Welfare Department
民政事務局	Home Affairs Bureau
勞工及福利局	Labour & Welfare Bureau
食物及衞生局	Food and Health Bureau
政府產業署	Government Property Agency
从川庄水日	Covernment Property Agency
商業夥伴	Business Partners
<b>醫院管理局</b>	Hospital Authority
北區醫院	North District Hospital
博愛醫院	Pok Oi Hospital
律敦治醫院	Ruttonjee Hospital
將軍澳醫院	Tseung Kwan O Hospital
屯門醫院	Tuen Mun Hospital
瑪麗醫院	Queen Mary Hospital
瑪嘉烈醫院 	Princess Margaret Hospital
明愛醫院	Caritas Medical Centre
大埔醫院	Tai Po Hospital
東華三院黃大仙醫院	TWGHs Wong Tai Sin Hospital
廣華醫院	Kwong Wah Hospital
威爾斯親王醫院	Prince of Wales Hospital
教育局九龍塘教育服務中心	Education Bureau Kowloon Tong Education Services Centre
康業服務有限公司	Hong Yip Service Company Limited
毅力醫護健康集團	Kinetics Medical & Health Group
星展銀行(香港)有限公司	DBS Bank (Hong Kong) Limited
俊和建築工程有限公司	Chun Wo Construction Holdings Company Limited
恒益物業管理有限公司	Hang Yick Properties Management Limited/
<b>偉邦物業管理有限公司</b>	Well Born Real Estate Management Limited
畢馬威會計師事務所	KPMG
信佳集團管理有限公司	Serco Group (HK) Limited
美麗華集團	Miramar Group
帝盛酒店集團	Dorsett Hospitality
太平洋科技有限公司	ASM Pacific Technology Asia Limited
勞氏清潔服務有限公司	Lo's Cleaning Services Ltd.
香港寬頻有限公司	Hong Kong Broadband Network
至尊迷你倉	One Storage Management Co. Ltd
	BCT Financial Limited
銀聯集團	Bank Consortium Trust Company Limited
易寶通訊服務有限公司	Epro Telecom Services Limited
博藝體運有限公司	Spotlight Enterprises Limited
濠江電子科技有限公司	EC Fix Technology Limited
NEP Holdings International (HK) Ltd.	NEP Holdings International (HK) Ltd.
林德港氧有限公司	Linde HKO Limited
天一物流集團有限公司	Sky One Logistic Group
香港銅鑼灣皇冠假日酒店	Crowne Plaza Hong Kong Causeway Bay

# 鳴謝

## **ACKNOWLEDGEMENT**

親子王國	Baby Kingdom
國農證券有限公司	China Demeter Financial Investment Limited
川田集團有限公司	Kawada Holdings Company Limited
震歐線衫廠有限公司	Chun Au Knitting Factory Limited
時代醫療集團	Medtimes Medical Group
ONYX酒店集團	ONYX Hospitality Group
敏哲證券	Mighty Brokerage (Asia) Ltd
羅兵咸永道	PwC HK
香港賽馬會	The Hong Kong Jockey Club
香港工程師學會	Hong Kong Institution of Engineers
香港基督少年軍	The Boys' Brigade Hong Kong
陳校長免費補習天地	Principal Chan Free Tutorial World Limited
香港人壽保險從業員協會	The Life Underwriters Association of Hong Kong
香港聖約翰救護機構	Hong Kong St. John Ambulance
香港退伍軍人聯會	The Hong Kong Ex-Servicemen's Association
香港社會工作者總工會	Hong Kong Social Workers' General Union
伊利沙伯醫院同儕會	QEH Alumni Association
豐盛社企學會有限公司	Fullness Social Enterprises Society
仁安醫院	Union Hospital
誠信綜合治療中心/誠信醫療中心	Alliance Holistic Care Center/ Alliance Medical Center
香港大學傳訊及公共事務處	Communications and Public Affairs Office, The University of Hong Kong
樂沛兒幼稚園	Hong Kong Nobel Preschool
香港社會企業總會	General Chamber of Social Enterprises
聖保祿醫院	St. Paul's Hospital
香港中華基督教青年會	Chinese YMCA of Hong Kong
香港基督教女青年會	Hong Kong Young Women's Christian Association
長者安居協會	Senior Citizen Home Safety Association
義務工作發展局	Agency for Volunteer Service
基督教勵行會 - 培訓服務	Christian Action Training Services
香港基督教服務處	Hong Kong Christian Service
香港失明人協進會	Hong Kong Blind Union
香港職業發展服務處	Hong Kong Employment Development Service Limited
聖雅各福群會	St. James' Settlement
	The Mental Health Association of Hong Kong
香港心理衞生會	The Mental Health Association of Hong Rong
香港心理衞生會 浸信會愛群社會服務處	Baptist Oi Kwan Social Service

Dr. Ben Fong 方玉輝醫生 Specialist in Community Medicine 社會醫學專科醫生

何惠娟女士 Ms. Kimmy Ho

香港心理衞生會總幹事 Director, The Mental Health Association of Hong Kong

李俊傑醫生 Dr. Tony Lee

養和醫院家庭醫學專科醫生 Specialist in Family Medicine, Hong Kong Sanatorium & Hospital

吳美君女士 *名卓護綜合專科護理及顧問中心顧問護士* 

Nurse Consultant, Nu Pro Nurse Clinic Centre of Excellence

高永文醫生 Dr. Ko Wing Man

前食物及衞生局局長 Former Secretary for Food and Health Bureau

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