



GOLDEN AGE FOUNDATION
黃金時代基金會



年度報告 Annual Report

2023-2024



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認識本會

About GAF

黃金時代基金會是一個跨界別的創新協作平台，旨在推動智齡城市在亞洲的發展。我們引領創新思維和發起黃金時代運動，推動嶄新的活動和培訓項目，讓黃金一代（45歲或以上人士）繼續為社會作出貢獻，帶領標竿人生，對社會帶來正面影響，把香港發展為亞洲智齡城市。

Golden Age Foundation (GAF) is a multi-sector platform that fosters the development of smart ageing cities in Asia. By generating innovative ideas that bring positive impact to society and developing the golden age movement with creative events and training programmes, GAF empowers golden agers – individuals aged 45 and above – to continue to contribute to society and lead purpose-driven lives.



願景及使命

Vision and Mission

願景：重新定義「老」

Vision: REDEFINING AGEING

建立亞洲智齡城市

To build smart ageing cities in Asia

我們推動創新對話，重新定義老齡化。我們匯集官、商、民、學、科研、設計、投資，以及各利害關係者，透過發人心省的活動和對話，共同攜手處理和探究解決人口老化問題的可能性，推動及促進嶄新的黃金時代經濟，轉危為機。我們構想著一個智齡化城市的世界，旨在促進新的黃金時代經濟，並將人口挑戰轉化為具有積極影響的機會。

We catalyse innovative dialogues to redefine ageing. Spearheading thought-provoking events and conversations, GAF brings together policymakers, entrepreneurs, social innovators, academics, scientists, designers, investors and other stakeholders to tackle and resolve population ageing issues. Envisioning a world of smart ageing cities, GAF aims to foster a new Golden Age Economy and turn demographic challenges into opportunities with positive impact.

使命：改變「老」的軌跡

Mission: REPURPOSING AGEING

- 提升黃金一代人士 (指45歲或以上人士) 過豐盛、健康和優質的生活
Empower the Golden Agers (aged 45+) to lead purposeful, healthy and quality lives
- 推動黃金時代經濟 Develop the Golden Age economy
- 建構跨界別及跨年代的協作和創新平台
Build a cross-sector and cross-generational platform for collaboration and innovation

我們倡導模式轉變，賦權予黃金一代規劃人生下半場，成為社會創新的動力。本會藉由組織具前瞻性、創新性的終身學習課程和社區參與活動，協助黃金一代建立對社會有利的健康積極心態和行動，重塑他們對退休，以及「老」的看法，回饋社會。

GAF advocates for a paradigm shift to empower golden agers to plan ahead for the second half of their lives and become society's new driving force. By organising the golden age movement imbued with innovative life-long learning programmes and community engagement activities, GAF creates new opportunities for individuals to rewire their perception of retirement by establishing healthy and positive ageing mindsets and actions that benefit society.

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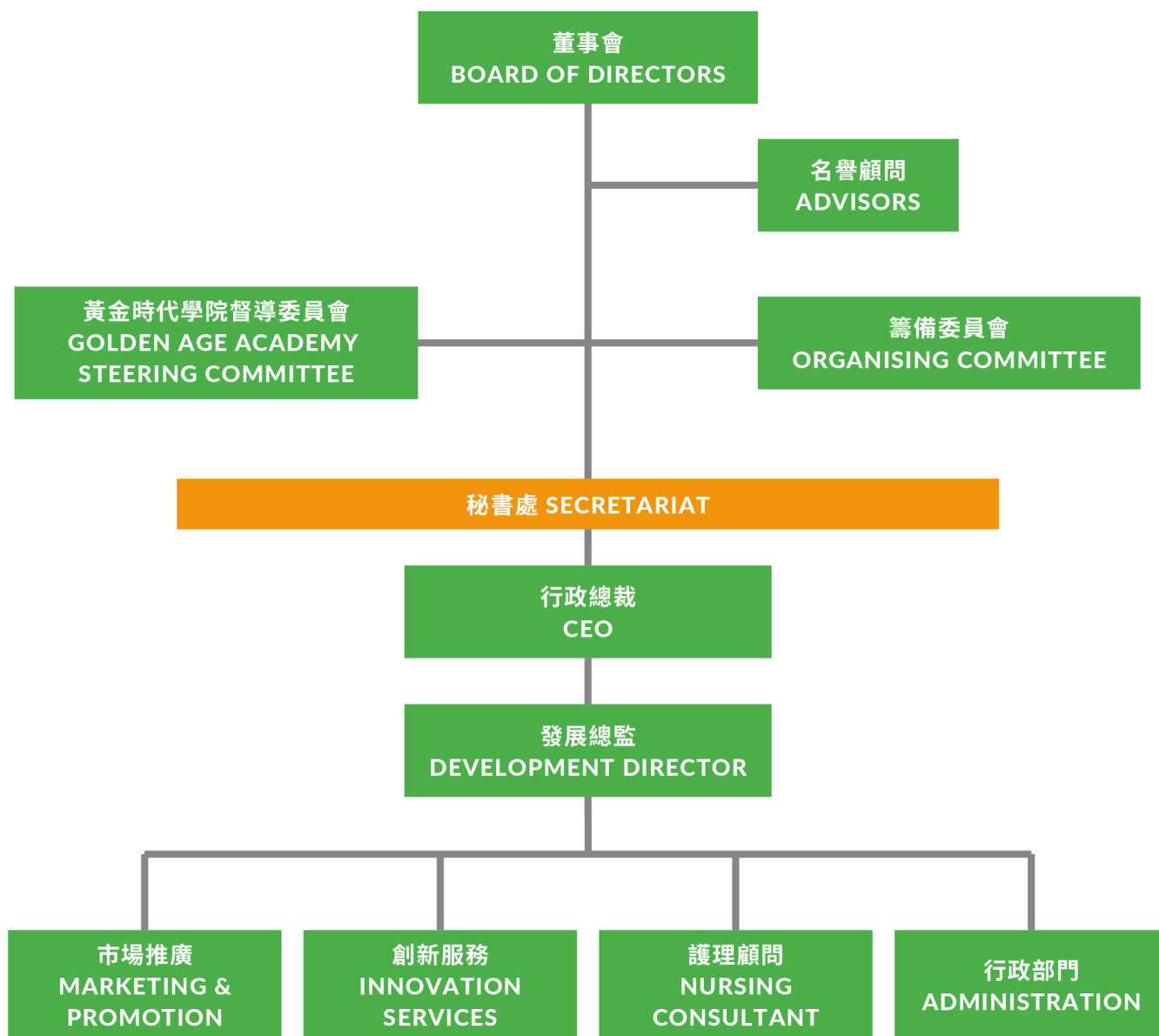
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CO-FOUNDER AND DIRECTOR,
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香港立法會議員
LEGISLATIVE COUNCILLOR

機構架構 Organisational Chart



主席的話 Chair's Message

靈活創新 引領未來 Transform with Agility

當今世界正在迅速變遷，有效調整並靈活應變的能力顯得尤為重要。黃金時代基金會（GAF）作為一個跨界別、跨世代的協作平台，一直運用社會創新與行動，回應人口高齡化的挑戰與機遇。回顧過去一年，我們致力在不斷變化的環境中繼續以適應性和創新精神服務社會。

自 2015 年以來，我們積極推動協作式和創新的銀髮經濟生態系統，在這充滿挑戰但又機遇處處的時期，這項使命變得更形重要。

The world around us is changing rapidly, and our ability to pivot and respond effectively is crucial. Golden Age Foundation (GAF) has been taking the lead in driving social innovation and actions for the ageing communities as a cross-sectoral and cross-generational collaborative platform. Reflecting on our work over the past year, we are committed to continue serving the ageing communities with adaptability and innovation in this ever-changing landscape.

During these challenging yet opportune times, our mission to foster a collaborative and innovative ecosystem for the silver economy since 2015 has become more important than ever.



黃金時代基金會主席及創辦人容蔡美碧女士
Mrs Rebecca Choy Yung
Founder & Chair of Golden Age Foundation

主席的話 Chair's Message

在2023-2024年期間，我們與多個行業、政府、社福、專業和學術合作夥伴推行了創新項目和相關研究。這些創新項目已成為各行業開發新產品和服務的動力，包括金融服務、餐飲業、長者房屋、私營安老服務以及不同領域的初創企業。我們亦獲委任為香港特別行政區政府銀髮經濟諮詢小組成員，為政府提供最新的市場資訊及出謀獻策。

此外，第八屆「黃金時代展覽暨高峰會」(GAES)已成功舉行，雲集了超過22,000名來自香港、中國內地及世界各地的持分者參與。這一年一度的盛事一直被譽為發展銀髮經濟及相關服務的重要平台，是商界、政府、社福、學術、科研和專業界別展示創新產品及服務和商談合作的貿易和公眾平台。

During 2023-2024, we undertook significant initiatives and related research with various business, government, social, professional and academic partners. Such innovative programmes have become impetus for various industries to develop new products and services, including financial services, the catering industry, senior housing, private elderly homes and start-ups in many disciplines. We also provide the latest market information and advice to the HKSAR government in our capacity as a Member of the Advisory Panel on Silver Economy.

Furthermore, the 8th Golden Age Expo and Summit (GAES) was successfully held with over 22,000 stakeholders from Hong Kong, Mainland China and different parts of the world. This annual event has been hailed as an important platform for developing the silver economy and related services. It is the most effective platform for showcasing business, government, social, academic and professional innovations and discussing collaborations.

主席的話

Chair's Message

在人才發展方面，我們擴大了對金齡人士和年輕人的培訓和發展計劃，讓他們掌握深入技能，以有效應對長者及照顧者的需要，在不同崗位上提供優質服務。此外，我們還分別獲委任為香港都會大學和東華學院的職業和學術顧問，並參與多項比賽的培訓和評審工作。

我們深切感受到氣候變化對高齡人口的不利影響。自新冠疫情爆發以來，我們已將永續發展和 ESG 實踐融入與商界和專業界的合作中。我們還獲委任為香港中文大學社會責任與永續發展委員會委員，並擔任多個 ESG 相關項目和獎項的評審團成員。

On talent development, our expanded training and development programmes for Golden Agers and young people are designed to equip them with essential skills to navigate the needs of the elders and caregivers effectively and provide quality services in different capacities. Moreover, our team also served in career and academic advisory roles for the Hong Kong Metropolitan University and the Tung Wah College, as well as participated in training and judging panels for various competitions.

At GAF, we recognise the adverse impacts of climate change on the ageing population. Since the COVID-19 pandemic, we have integrated sustainable and ESG practices into our work with the business and social sectors. This also includes serving in the Chinese University of Hong Kong's Social Responsibility and Sustainable Development Committee as well as serving on the judging panel for several ESG-related initiatives and awards.

主席的話

Chair's Message

數碼轉型是我們工作的另一個重要內容。我們繼續培訓中、老年人和年輕人使用數碼工具，為有需要的長者和照顧者提供服務。我們也培訓私營安老院的營運者在工作中採用相關的智齡科技。

我們繼續與全球及區域合作伙伴建立協作關係，並在歐洲和亞洲的國際會議上發表演說，持續擴大影響力。我們還舉辦了多個考察團，參加的機構代表對各地智齡產業和服務的發展有了深入的了解，並促進了合作機會。其間，我們積極與內地（包括大灣區）的政府部門及產業合作，孕育更多的合作契機。

What's more, digital transformation is another important element of our work. We continue to empower Golden Agers and young people to use digital devices and serve elders and caregivers in need. We have also trained operators of private elderly homes to adopt relevant smart ageing technologies in their work.

We have also broadened our impact through global and regional partnerships and by speaking at international conferences in Europe and Asia. Additional study trips were immensely valuable, giving our delegates much insight into the developments in ageing businesses and services. In particular, we actively explored collaboration opportunities with government departments and the elderly care industry in Mainland China, including the Greater Bay Area. We believe that there will be more opportunities for collaboration within the region in the future.

主席的話 Chair's Message

這些難能可貴的成果，全賴所有持分者的支持和參與才能完成。在此，我要衷心感謝各贊助機構、合作夥伴、督導委員會、執行委員會、籌備委員會和顧問委員會；還有熱心的義工和優秀的同事的大力支持。在我們邁向十週年之際，讓我們擁抱靈活和創新轉型的精神，共同創造正向的改變，並賦權予我們服務的群體。

We would not have achieved so much without the substantial support and participation of all stakeholders. I would like to extend my heartfelt gratitude to our sponsors, partners, members of the Steering Committee, Executive Committee, Organising Committee and Advisory Committee and also to our dedicated volunteers as well as talented colleagues. As we move forward into our 10th anniversary, let us embrace the spirit of agility and innovative transformation. Together, we can create positive change and empower those we serve.



黃金時代基金會主席及創辦人容蔡美碧女士
Mrs Rebecca Choy Yung
Founder & Chair of Golden Age Foundation

行政總裁的話 CEO's Message

2023年是充滿希望的一年，成果豐碩。本會在創新項目、國際交流及合作夥伴方面，都取得突破性的進展。同時，本會團隊日漸壯大，我們根據不同服務需求，廣邀人才加入，強化秘書處及治理架構。

過去一年，本會專注於以下三個重點：一、消除數碼隔閡；二、創造有利於跨代連繫的環境；三、利用創新科技培訓金齡大使、小金醫生及私營安老院舍營運者。本會多個項目成效顯著，有賴各合作伙
伴、金齡會員、大中小學學生及贊助機構的共同努力和支持。

2023 was a year full of hope and fruitful outcomes. GAF made breakthrough progress in innovative projects, international exchanges, and partnerships. At the same time, our team has been growing, and we have actively invited talent to join us based on various service needs, strengthening our secretariat and governance structure.

Over the past year, GAF focused on three key areas: first, eliminating the digital divide; second, creating an environment conducive to intergenerational connections; and third, utilising innovative technology to train Golden Buddies, Dr Gold Juniors, and operators of private elderly care homes. The significant results of our various projects are attributable to the collaborative efforts and support of our partners, golden age members, students from universities and schools, and sponsoring organisations.



黃金時代基金會行政總裁黃惠娜女士
Ms Cindy Wong
CEO of Golden Age Foundation

行政總裁的話 CEO's Message

通往「智齡未來」的三把鑰匙

The Three Keys to the Smart Ageing Future



智齡科技的實踐應用需正確匹配人們的需求，過往社會放太多時間在於人們如何適應科技，是重點錯投。「以人為本」與「因時制宜」的智齡科技解決方案，才是安老服務智齡化的出路。

The practical application of smart ageing technology must be correctly aligned with people's needs. In the past, society has spent too much attention in how people adapt to technology, which has misdirected the focus. "People-centered" and "timely" smart ageing technology solutions are the key to transforming elderly care services.



培訓可持續且專業護理人才，需擯棄「舊瓶新酒」的人才培訓方式。百樂與千里馬互為因果，專業團隊必須先培訓服務營運者改變經營方式，才能吸引有潛力的年輕人才，手把手指導，既形成「師徒」式相互支持，亦是橋樑，成為留住人才的新法則。

To cultivate sustainable and professional nursing talent, it is essential to abandon the "old wine in new bottles" approach to training. The relationship between potential and opportunity is reciprocal; professional teams must first train service operators to change their management practices in order to attract promising young talent. This hands-on guidance not only fosters a "mentor-mentee" support system but also serves as a bridge, establishing a new paradigm for talent retention.



發展黃金一代成為「人力市場的新力量」，而非僅僅是「義工的新勢力」。每一股新勢力都有不同的特質，我們應善用其專業能力，通過「求同存異」的方式，結合照顧長者的技巧與黃金一族的專業特長，在人手短缺的情況下，彌補服務空缺。

Developing the golden generation into a "new force in the labour market" rather than merely a "new force of volunteers" is essential. Each new force has its unique characteristics, and we should leverage their professional abilities. By adopting an approach of "seeking common ground while reserving differences," we can combine elder care skills with the professional specialties of the golden agers to fill service gaps in times of labour shortages.

行政總裁的話 CEO's Message

跨地域融合、取長補短

Cross-regional Integration and Mutual Benefit

本會的年度盛事 – 第八屆黃金時代展覽暨高峰會，雲集了130個本地、國外及內地展商，展示各種產品，參觀人數創下新高，超過22,000名對行業感興趣的持份者蒞臨出席。今年首次舉辦的「黃金盛宴」，吸引230名行業領袖和持份者參與交流，同場亦為「第二屆智齡世代大獎 (2022)」的16隊得獎隊伍頒獎。

在過去的一年，我們帶領業界及黃金大使交流團訪問台灣和新加坡，促進跨地域的融合與取長補短。團隊還受邀到美洲、亞洲及國內各地進行交流演講，不僅了解了不同地區對老齡化的應對策略，還分享了各種創新計劃，互相借鑒成果。

Our annual event, the 8th Golden Age Expo and Summit, gathered 130 expo members from local, international, and mainland regions, showcasing a variety of products. We achieved a record attendance of over 22,000 stakeholders interested in the industry. This year, we introduced the "Gala Dinner," attracting 230 industry leaders and stakeholders for networking, while also awarding the 16 winning teams of the "The 2nd Smart Ageing Award (2022)."

Over the past year, we led the industry and golden buddies on exchange visits to Taiwan and Singapore, promoting cross-regional integration and mutual benefit. The team was also invited to give talks across the Americas, Asia, and various parts of the mainland, gaining insights into different regional strategies for ageing and sharing innovative programs to learn from one another's successes.

行政總裁的話 CEO's Message

業界的永續發展認同

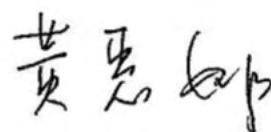
Recognition of Sustainable Development in the Industry

本會的團隊在多個領域獲得業界認可。今年的其中兩項計劃 – 「智齡照顧實驗室2.0」及「調教金仔計劃」，在香港生產力促進局主辦的「NGO創新及數碼技術表揚計劃」中脫穎而出，榮獲傑出表現獎及優異獎；此外，本會亦獲環境社會及企業管治基準學會頒發「環境、社會及企業管治成就大獎2022/2023 - 榮譽 ESG 先鋒機構」，表彰了我們在環境、社會和管治（ESG）方面的積極影響和引領作用。

Our team has received industry recognition in various fields this year. Two of our initiatives— the "Smart Care Lab 2.0" and the "Living with your golden companion - Gum Jai"—stood out in the "NGO Innovation and Digital Technology Recognition Programme" organised by the Hong Kong Productivity Council, earning the Outstanding Performance Award and the Excellence Award. Additionally, we were honored with the "ESG Achievement Award 2022/2023 - Honorary ESG Pioneer Organisation" by the Institute of ESG and Benchmark (IESGB), acknowledging our positive impact and leadership in Environmental, Social and Governance (ESG).

在香港面對前所未有的老齡化挑戰下，我們將持續推動創新對話，重新定義老齡化。我們匯聚官、商、民、學、科研、設計與投資等各界利害關係者，共同推動嶄新的黃金時代經濟，化危為機。

In the face of unprecedented ageing challenges in Hong Kong, we will continue to promote innovative dialogue to redefine ageing. We are bringing together stakeholders from government, business, civil society, academia, research, design, and investment to collaboratively drive a new golden age economy, turning challenges into opportunities.



黃金時代基金會行政總裁黃惠娜女士
Ms Cindy Wong
CEO of Golden Age Foundation

工作概覽 Overview

倡議及協作平台 Initiatives and Collaboration Platforms

- 黃金時代展覽暨高峰會
Golden Age Expo & Summit
- 智齡世代大獎
Smart Ageing Award
- 國內及海外交流
Mainland & Oversea Exchange
- 伙伴支持
Partnership Support
- 分享及講座
Sharing & Conferences
- 媒體報導
Media Coverage
- 書籍文章
Books and Articles
- 推動政策制定
Policy Advocacy



黃金時代學院 Golden Age Academy

- 賦權項目 Empowerment Projects
- 社區項目 Community Projects
- 社區服務 Community Services
- 培訓項目 Training Programmes
- 調查研究 Research Studies
- 學生實習 Student Internships

推動永續發展 Promoting Sustainable Development

以環境、社會和治理以及可持續性為原則，本會承諾改善環境影響、促進社會發展和遵循良好的治理標準。

We are committed to improving environmental impact, promoting social development, and adhering to good governance standards based on the principles of Environmental, Social, and Governance (ESG) and sustainability.

倡議及協作平台 Initiatives and Collaboration Platforms

第八屆黃金時代展覽暨高峰會 (2023) The 8th Golden Age Expo & Summit (2023)

08.2023

第八屆黃金時代展覽暨高峰會 (2023) 以「靈活創新·引領未來」為主題，已於2023年8月11-13日在灣仔香港會議展覽中心5G廳順利舉行。本屆整體參與人次超過22,000人，成績超越過去三年，回復至疫情前水平。今年入場人士來自世界各地包括：英國、台灣、新加坡、澳洲、澳門、美國、泰國、韓國、加拿大、日本、尼泊爾、印度等等。

The 8th Golden Age Expo and Summit (2023) is themed "Transform with Agility", concluded successfully at the Hong Kong Convention and Exhibition Centre in mid-August (11-13). This year's attendance exceeded over 22,000 people – the highest attendance record we've had since the pandemic began three years ago. Attendees came from all over the world, including the UK, Taiwan, Singapore, Australia, Macau, the US, Thailand, South Korea, Canada, Japan, Nepal, India and more.

活動數據 Event Data

入場人次
Attendance



22,000+

參展會員
Expo Member



100+



高峰會環節
Summit Sessions



30+

講者
Speaker



100+

媒體曝光
Media Coverage



350+

國家/地區
Country/ Region



14+

合作伙伴
Partners



58+

黃金盛宴 Gala Dinner

08.2023

「黃金盛宴」暨第二屆智齡世代大獎（2022）頒獎典禮已於8月12日順利舉行，現場有超過200位嘉賓齊聚一堂，共同慶祝第八屆黃金時代展覽暨高峰會（2023），並向智齡世代大獎得獎隊伍頒發獎項。



第二屆智齡世代大獎（2022） The 2nd Smart Ageing Award (2022)

10.2022 - 08.2023

第二屆智齡世代大獎 (2022)旨在表彰為黃金一代帶來優質、享有獨立和有尊嚴的生活的傑出服務、產品及計劃，藉此促進創新的理念和行動，塑造未來智齡城市。是次比賽收到超過50份參賽方案，當中16隊隊伍脫穎而出，競逐四大類別的獎項。

The 2nd Smart Aging Awards (2022) aimed to recognise outstanding services, products, and programs that provide the golden generation with a high-quality, independent, and dignified life. The awards promote innovative ideas and actions to shape the future of smart ageing cities. This year's competition received over 50 submissions, with 16 teams standing out to compete for awards in four major categories.

康健服務及優質生活 Health Care & Well-Being



養老護理 Elderly Care



生活及時尚 Living & Lifestyle



社交及社區參與 Social & Community Engagement



得獎名單 List of Awardee :

類別 Category	獎項 Award	得獎機構 Awardee	得獎方案 Proposal
智齡世代推動先驅	大獎 Grand	全境智能有限公司	非接觸健康檢測技術 Non-contact Health Monitoring Technology
康健服務及優質生活 Health Care & Well-Being	金獎 Gold	全境智能有限公司	非接觸健康檢測技術 Non-contact Health Monitoring Technology
	銀獎 Silver	衛晉創新科技有限公司	長者綜合臥床生命徵象監測系統
	銅獎 Bronze	智能多維數據分析研究中心有限公司	CIMDA 關護
	優異獎 Merit	香港理工大學	一站式認知障礙症長者的治療性音樂律動程式
生活及時尚 Living & Lifestyle	金獎 Gold	香港中華煤氣有限公司	「智安心」明火煮食
	銀獎 Silver	日本電氣香港有限公司	居家養老解決方案
	銅獎 Bronze	賽諾家居用品 (深圳) 有限公司	樂桑榆·長者臥室
	優異獎 Merit	為家系統有限公司	智能復健管理系統
養老護理 Elderly Care	金獎 Gold	必靈科技有限公司	科齡 - 跌倒偵測系統
	銀獎 Silver	博愛醫院 及 大銀	照顧·無界限 - 認知障礙症照顧者支援計劃
	銅獎 Bronze	香港大學秀圃老年研究中心	賽馬會e家易離院支援計劃
	優異獎 Merit	和悅社會企業(和悅會)	主題長者日間中心
社交及社區參與 Social & Community Engagement	金獎 Gold	創啟社會科技有限公司	第一身視覺智能眼鏡遙距旅遊
	銀獎 Silver	香港理工大學護理學院 及 博愛醫院	針對認知衰弱長者的虛擬實境運動認知訓練
	銅獎 Bronze	樹譜族科技有限公司	“一里路”計劃 - 為獨居長者多行一里路
	優異獎 Merit	香港智能物業管理學會有限公司	樂齡智能家居計劃

國內及海外交流 Domestic and Overseas Exchanges

本會一直致力倡導跨地區協作，在2023-2024年度期間積極與國內及海外的伙伴交流。
GAF has always been committed to advocating cross-regional collaboration and actively communicated with domestic and overseas partners during the 2023-2024 fiscal year.



廣州 Guangzhou

05.2023

與廣東省養老服務業協會交流
Exchange with Guangdong Elderly-Care Services Association



深圳 Shenzhen

05.2023

與騰訊公益慈善基金會與深圳市社會福利協會交流
Exchange with Tencent Foundation and Shenzhen Association of Social Welfare



深圳 Shenzhen

05.2023

與深圳市養老服務業協會交流
Exchange with Shenzhen Society of Old-age Services Association



深圳 Shenzhen

06.2023

與深圳市養老服務業協會簽訂戰略合作備忘錄
Sign strategic memorandum with Shenzhen Society of Old-age Services Association



深圳 Shenzhen

09.2023

擔任「第十屆中國慈展會」演講嘉賓
As a speaker at the "10th China Charity Fair"



廣州 Guangzhou

11.2023

參訪「第九屆SIC廣州老博會」
Visit the 9th China international Silver Industry Exhibition

黃金時代基金會 Golden Age Foundation



廣州 Guangzhou

03.2024

擔任「第九屆廣東省養老服務高峰論壇暨第七屆粵港澳大灣區養老產業實戰論壇」嘉賓
As a speaker at the "9th Guangdong Elderly Care Service Summit Forum" & the "7th GBA Elderly Care Industry Practical Forum"



深圳 Shenzhen

03.2024

參觀「泰康之家 - 鵬園」
Visit Taikang Community - Pengyuan

國內及海外交流 Domestic and Overseas Exchanges



英國 UK

04.2023

擔任「Marmalade Festival」演講嘉賓
As a speaker at the "Marmalade Festival"



泰國 Thailand

06.2023

擔任「第16屆全球老齡化高峰論壇」
演講嘉賓 As a speaker at the "16th
Global Conference on Ageing"



日本 Japan

09.2023

舉辦日本東京交流考察團
Organised an exchange delegation to
Tokyo, Japan



新加坡 Singapore

10.2023

舉辦新加坡交流考察團
Organised an exchange delegation to
Singapore



新加坡 Singapore

11.2023

擔任「2023商業與慈善論壇」演講嘉賓
As a speaker at the "Business and
Philanthropy Forum"



台灣地區 Taiwan district

12.2023

實地考察台灣的安老發展
Field study on elderly care development in
Taiwan



美國 USA

01.2024

擔任聯合國線上研討會的演講嘉賓
As a speaker at the United Nations online
seminar



跨界協作 支持伙伴

Cross-border Collaboration and Partnership Support

2023 LSCM 物流高峰會
2023 LSCM Logistics Summit
10.2023



第十六屆社企民間高峰會
The 16th Social Enterprise Summit
11.2023



開心大笪地 2023
Young at Heart Festival 2023
11.2023



信興集團70周年誌慶酒會
Shun Hing Group 70th Anniversary Party
11.2023



「共築幸福」工作坊
“Well · Being” Workshop
11.2023



香港都會大學 Hackathon 23/24
HKMU Hackathon 23/24
01.2024



分享及講座 Sharing & Conferences

2023至2024年度期間，本會舉辦和參與了多場分享會及講座：

During the 2023-2024, GAF held and participated in some sharing sessions and lectures:

日期 Date	內容 Details
04.2023	獲邀擔任英國國際分享會 Marmalade Festival 演講嘉賓，分享在疫情期間發起「疫」風同行支援計劃的歷程，和靈活運用創新意念及智齡科技的經驗。 Spoke at the UK international conference, Marmalade Festival, shared the details "Golden Age Care Anti-pandemic Support Programme, and the experience of using innovative ideas and smart ageing technology.
07.2023	獲邀擔任「第16屆全球老齡化高峰論壇」演講嘉賓，在泰國曼谷分享本會的理念和在智齡科技方面的經驗，以應對人口老化所帶來的挑戰和機遇。 Spoke at the 16 th Global Conference on Ageing in Bangkok, Thailand, shared GAF's philosophy and experiences in smart ageing technology, and addressing the challenges and opportunities associated with an ageing population.
09.2023	獲邀擔任「第十屆慈展會」主題論壇嘉賓，分享商業向善的前沿理念與創新的經驗，鼓勵企業實踐社會責任，推動永續發展。 Spoke at the 10 th China Charity Fair, shared cutting-edge ideas and innovative experiences in business for good, to encourage enterprises to practice social responsibility and promote sustainable development.
09.2023	獲邀擔任「第十屆慈展會」分論壇「公益可持續視角下的社會企業發展路徑」研討會的演講嘉賓，講述香港近年的社會企業發展概況和分享本會運用智齡科技的經驗。 Spoke at the sub-forum "Development Pathways for Social Enterprises from a Sustainability Perspective" at the 10 th China Charity Fair, discussed the recent developments in social enterprises in Hong Kong and shared GAF's experiences in utilising smart ageing technology.
10.2023	獲邀擔任「雋悅工作室」主題講座嘉賓，剖釋「智齡」概念，分享運用社會創新思維應對人口老化的實例和經驗。 Spoke at Tanner Hill Workshop, dissected the concept of "smart ageing" and shared the experiences of using social innovation to address population ageing.
10.2023	獲邀擔任新加坡 Time Of Your Life 開幕典禮主講嘉賓，介紹香港的智齡發展經驗。 As a keynote speaker at the opening ceremony of "Time Of Your Life" in Singapore, introduced Hong Kong's experiences in smart ageing development.

分享及講座 Sharing & Conferences

日期 Date	內容 Details
11.2023	獲邀參與「社企民間高峰會2023」拉闊對話，跟各界嘉賓共研跨界永續福祉。 Participated in the "Social Enterprise Summit 2023," engaged in dialogue with various guests to explore cross-sector sustainable welfare.
11.2023	獲邀擔任詠翔香港「平安三寶」講座講者，解說安老照顧計劃的策略。 Spoke at the "平安三寶" seminar by WING Hong Kong, explained the strategies of elderly care programs.
11.2023	獲邀擔任新加坡「2023商業與慈善論壇」圓桌嘉賓，介紹本會的智齡科技計劃。 Spoke at "2023 Business and Charity Forum" in Singapore, introduced GAF's initiatives of smart ageing technology.
11.2023	獲邀擔任尊賢會「開心大笪地」嘉年華的講者，探討如何好好準備變老。 Spoke at the "開心大笪地" carnival by The Jade Club, discussed how to prepare for ageing positively.
01.2024	獲邀擔任美國紐約「聯合國經濟和社會事務部人口出生育率和人口老齡化科」研討會嘉賓，分享香港的安老產業近況，以及介紹本會工作和創新項目。 Spoke at a seminar hosted by the United Nations Department of Economic and Social Affairs in New York, shared the current status of Hong Kong's elderly care industry and introduced GAF's work and innovative projects.
03.2024	獲邀擔任「第九屆廣東省養老服務高峰論壇暨第七屆粵港澳大灣區養老產業實戰論壇」嘉賓，細談如何實踐大灣區跨境養老。 Spoke at the 9 th Guangdong Provincial Elderly Care Service Summit and the 7 th Guangdong-Hong Kong-Macao Greater Bay Area Elderly Industry Forum, discussed how to implement cross-border elderly care in the Greater Bay Area.
03.2024	獲老齡社會30人論壇、盤古智庫老齡社會研究院邀請擔任主講嘉賓，分享本會工作和創新項目。 As a keynote speaker at online summit hosted by the 30-Person Forum on Ageing Society and the Pangoal , shared GAF's work and innovative projects.

媒體報導 Media Coverage

2023至2024年度期間，本會多次接受了不同的媒體採訪：

During the 2023-2024, GAF accepted many media interviews:

日期 Date	內容 Details
04.2023	獲無綫電視翡翠台邀請，在節目《快樂長門人》介紹「黃金大使」計劃 Invited by TVB Jade Channel to introduce the "Golden Buddy" programme on the show "Happy Old Buddies."
04.2023	獲香港電台邀請，在節目《香江暖流》介紹「小金醫生」計劃 Invited by RTHK to introduce the "Dr Gold Junior" programme on the show "MagaSenior."
05.2023	獲香港電台邀請，在節目《香江暖流》介紹「黃金創新動力」計劃及由金獎得獎隊伍代表分享 Invited by RTHK to introduce the "Golden Fellows" programme on the show "MagaSenior," along with representatives from the award-winning team to share their experiences.
08.2023	舉行GAES記者招待會 Held a GAES press conference.
08.2023	香港文匯報、星島日報、大公文匯報、香港文匯報、晴報等報導第八屆黃金時代展覽暨高峰會 The Hong Kong Wen Wei Po, The Sing Tao Daily, The Ta Kung Pao, Sky Post, and etc. reported on the 8 th Golden Expo and Summit.
08.2023	Unwire.pro介紹智齡世代大獎的得獎智齡產品 Unwire.pro introduced the award-winning smart ageing products recognised by the Smart Ageing Award.
08.2023	香港城市大學官方報導長者全方位輔助陪伴系統榮獲智齡世代大獎 The official report from City University of Hong Kong highlighted the Elderly Comprehensive Assistance and Companionship System, which won the Smart Ageing Award.
08.2023	HKET報導中銀集團人壽保險有限公司與黃金時代基金會聯合發表《攜手共建第二人生》白皮書 HKET reported on the joint publication of the white paper titled "Ageing Together" by Bank of China Group Life Assurance Company Limited and the Golden Age Foundation.

媒體報導 Media Coverage

日期 Date	內容 Details
10.2023	<p>獲HOY TV節目《聲東擊西》邀請，分享第八屆黃金時代展覽暨高峰會的盛況、活動成果以及未來展望</p> <p>Invited by HOY TV's programme "Topics in Focus" to share the highlights, achievements, and future prospects of the 8th Golden Age Expo and Summit.</p>
10.2023	<p>獲香港電台英文台邀請，在節目《Money Talk》向觀眾分享退休規劃的機遇和理財貼士，及家庭中不同世代之間的溝通之重要性</p> <p>Invited by RTHK English Channel to share opportunities for retirement planning and financial tips on the program "Money Talk," as well as the importance of communication between different generations within families.</p>
10.2023	<p>舉辦「智齡照顧實驗室」成效評估發佈會，多間媒體到場及採訪</p> <p>Held a press conference for the performance evaluation of the Smart Care Lab, with many media coverage and interviews.</p>
11.2023	<p>獲香港電台邀請，在節目《香江暖流》分享第八屆黃金時代展覽及高峰會成果</p> <p>Invited by RTHK to share the outcomes of the 8th Golden Age Expo and Summit on the show "MagaSenior".</p>
11.2023	<p>東方日報及香港01報導智齡照顧實驗室成效評估報告</p> <p>Oriental Daily and Hong Kong 01 reported on the performance evaluation report of the Smart Care Lab.</p>
12.2023	<p>HKET報導「智齡照顧實驗室2.0」</p> <p>HKET reported on the "Smart Care Lab 2.0".</p>
01.2024	<p>星島日報、明報及香港01報導「健齡樂聚」計劃</p> <p>Sing Tao Daily, Ming Pao, and Hong Kong 01 reported on the "URA Community Service: Smart Ageing Living" Programme.</p>
01.2024	<p>獲香港電台32台邀請，在電視節目《凝聚香港》分享「智齡實驗室」計劃，及如何在安老院舍適切地應用智齡科技</p> <p>Invited by RTHK Channel 32 to share insights on the "Smart Care Lab" project and the appropriate application of smart ageing technology in elderly care homes on the TV programme "Hong Kong United."</p>
01.2024	<p>獲香港電台邀請，在節目《香江暖流》介紹「黃金大使」計劃</p> <p>Invited by RTHK to introduce the Golden Buddy Programme on the show "MagaSenior".</p>

媒體報導 Media Coverage

日期 Date	內容 Details
01.2024	獲香港電台邀請，在節目《夢想號啟航》中分享本會創辦人兼主席自身多年來轉型為社創家的心得跟見聞 Invited by RTHK, our founder and chair shared her experiences over the years of transitioning into a social innovator on the programme (夢想號啟航)
01.2024	Media-outreach和香港01報導「金齡美饌」計劃 Media-outreach and Hong Kong 01 reported on the "Golden Gourmet" programme.
02.2024	獲香港經濟日報邀請接受專訪，分享本會創辦人兼主席個人從出版界、展覽業界至社企界不同專業領域中留下的足印 Invited by Hong Kong Economic Times for an interview to share insights from our founder and chair's experiences across various fields, including publishing, exhibitions, and social enterprises.
02.2024	獲香港電台邀請，在節目《香江暖流》介紹認知障礙症評估應用程式，如何運用它幫助長者及改善院舍的照護質素 Invited by RTHK to introduce a cognitive impairment assessment application on the program "Warm Current of Hong Kong," explaining how it helps the elderly and improves care quality in facilities.
02.2024	獲香港電台32台電視節目「凝聚香港」邀請，分享如何在安老院舍應用智齡科技 Invited by RTHK Channel 32 programme "Hong Kong United" to share how to apply smart ageing technology in elderly care homes.
03.2024	獲香港電台第五台節目《香江暖流》邀請，介紹「金齡美饌」計劃 Invited by RTHK to introduce the "Golden Gourmet" programme on the show "MagaSenior".
03.2024	本會行政總裁獲Capital 資本平台邀請接受專訪，分享一直以來推動銀髮經濟及智齡科技的心路歷程 The CEO was invited for an interview by Capital Platform to share the journey of promoting the silver economy and smart aging technology.
03.2024	市建局官方報導「健齡樂聚」計劃 The Urban Renewal Authority officially reported on the "URA Community Service: Smart Ageing Living" Programme.

出版《群策智齡2》 Published “Collective Strategies for Smarting Ageing 2”

10.2023

2022年高峰會討論的精華內容集結成書 - 《群策智齡：智齡創新．永續共融》，書中收錄了33位來自香港和世界各地的專業人士、商界、學界和社區領袖的專業知識和真知灼見，涵蓋醫療保健、本地和海外的智齡發展、安老服務、黃金時代經濟和社會包容等，極具參考價值。

The key discussions from GAES 2022 have been compiled into a book titled “Collective Strategies for Smarting Ageing 2”. The book features insights and expertise from 33 professionals, business leaders, academics, and community leaders from Hong Kong and around the world. It covers topics such as healthcare, local and international developments in smart aging, elderly services, the silver economy, and social inclusion, making it a valuable reference.



推動政策制定 Policy Advocacy

舉辦「施政報告政策諮詢會」

Held a Policy Consultation Meeting on the Policy Address

10.2023

本會召開「2023年施政報告政策諮詢會」，邀請了本會多名代表各界別的委員出席，集思廣益，就長者安居、長者福利、長者醫療、照顧者支援、退休保障等不同議題向特區政府發表意見和提出建議。

GAF held the "2023 Policy Consultation Meeting on the Policy Address," inviting several representatives from various sectors to participate. The meeting aimed to gather insights and provide feedback and suggestions to the Hong Kong SAR Government on various topics, including elderly housing, senior welfare, healthcare for the elderly, caregiver support, and retirement protection.



獲邀加入「銀髮經濟顧問小組」

Invited to be the member of Advisory Panel on Silver Economy

03.2024



本會主席Rebecca獲邀成為商務及經濟發展局「銀髮經濟顧問小組」成員，研究「銀髮經濟」的市場需求和發展。

Our chair, Rebecca, has been invited to become a member of the "Advisory Panel on Silver Economy" under the Commerce and Economic Development Bureau to study the market demand and development of the silver economy.

黃金時代學院 Golden Age Academy

賦權項目 Empowerment Project

培訓「黃金大使」與「小金醫生」 Training “Golden Buddy” & “Dr Gold Junior”

04.2023 - 03.2024

本會培訓了70多名四十五歲以上的金齡人士成為「黃金大使」，投入多個創新智齡項目，包括「智齡實驗室2.0」、「調教金仔計劃」、「小金醫生計劃」，和「健齡樂聚」等，學用智齡科技，服務長者。

本會培訓了100多名中、小學生成為「小金醫生」，利用智齡科技幫助院舍長者，從而提升他們的社交能力，以及建立同理心和自信心。他們與「黃金大使」共同參與了多個項目，包括：「智齡實驗室2.0」和「小金醫生計劃」等。

GAF has trained over 70 seniors aged 45 and above to become "Golden Buddies." They participate in various innovative smart ageing technology projects, including "Smart Care Lab 2.0," "Living with Your Golden Companion - Gum Jai," "Dr Gold Junior," and "URA Community Service: Smart Ageing Living," to serve the elderly.

Additionally, we have trained over 100 primary and secondary school students to become "Dr Gold Junior," utilising smart ageing technologies to assist elderly residents in care homes. This initiative enhances their social skills while fostering empathy and confidence. These students have collaborated with "Golden Buddies" in many projects, including "Smart Care Lab 2.0" and the "Dr Gold Junior" Programme.



社區項目 Community Project

智齡實驗室2.0 Smart Care Lab 2.0

11.2022 - 10.2023

「智齡照顧實驗室2.0」計劃邀請了四間不同規模且各有特色的私營安老院舍參與，旨在為私營安老院舍提供更深入、更廣泛的支援，集中運用合適的智齡科技，透過提供實務上的支援及訓練，使他們能夠理解和實踐智齡科技，讓院舍落實運用合適的智齡科技，進一步打破科技鴻溝。此外，計劃建立了一套適合私營安老院舍的智齡科技應用培訓方案和平台，以助發展出可持續且有系統的智齡科技使用計劃。

The "Smart Care Lab 2.0" programme invites four private elderly care homes of different sizes and characteristics to participate, aiming to provide more in-depth and broader support for these facilities. The focus is on utilising appropriate smart ageing technology, offering practical support and training to help them understand and implement smart ageing technologies effectively, thereby bridging the technology gap. Additionally, the programme aims to establish a training scheme and platform for smart ageing technology applications tailored to private elderly care homes, facilitating the development of sustainable and systematic plans for smart ageing technology usage.

計劃大致分為三部分：智齡科技產品應用、義工服務，和人才培訓。

The programme is generally divided into three parts: Application of Smart Ageing Technology Products, Volunteer Services, and Talent Training.

1. 智齡科技產品應用 Application of Smart Ageing Technology Products

計劃使用了以下四種智齡科技產品：

The programme utilizes the following four types of smart ageing technology products:



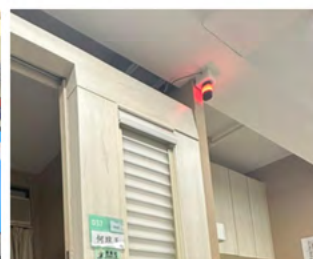
智齡機械人「金醫生」
Smart Robot 'Dr Gold'



陪伴娃娃「金叵羅」
Companion Robot
'Golden Baby'



認知訓練應用程式
「金腦師」
Dementia Training
APP



跌倒偵測系統
Fall Detection System

2. 義工服務 Volunteer Services

計劃培訓了20名金齡人士（指45歲以上）成為「黃金大使」，和37名中小學生成為「小金醫生」，共同支援院舍試行智齡科技。此計劃由社工為他們提供義工培訓，鼓勵他們跨代協作，為院舍長者策劃活動，增強他們的認知和社交能力。

The programme has trained 20 seniors (aged 45 and above) to become "Golden Buddies" and 37 primary and secondary school students to become "Dr Gold Junior," working together to support the trial of smart ageing technologies in care homes. This programme is facilitated by the professional social workers who provide volunteer training, encouraging intergenerational collaboration to plan activities for elderly residents and enhance their cognitive and social skills.



3. 人才培訓 Talent Training

計劃推出「實習計劃」，24位來自明愛專上學院的護理學系學生在院舍進行為期一個月的實習。實習期間，與資深護士配對，獲得寶貴經驗和專業指導，同時從多角度思考和認識安老服務，學習以人為本的智齡科技應用方法。計劃亦培訓了120位來自其他院舍及安老機構的從業員認識智齡科技，讓他們掌握優化後的院舍工作流程，將此計劃的成功複製到更多安老院舍，長遠改善私營安老院舍的質素。

The programme has launched an "Internship Scheme," where 24 nursing students from Caritas Institute of Higher Education will undertake a one-month internship in care homes. During this period, they will be paired with experienced nurses to gain valuable experience and professional guidance. Through interaction with the elderly, they will learn to think from multiple perspectives about elderly services and explore human-centered applications of smart ageing technologies.

Additionally, the programme has trained 120 practitioners from other care homes and elderly service organisations to understand smart ageing technology, enabling them to master optimised workflows in care homes. This will allow the successful replication of the program in more elderly care homes, ultimately improving the quality of private elderly care facilities in the long term.

計劃成效評估重點

- 參與計劃的院舍職員對使用四種智齡科技的整體滿意度均超過82%。
- The staff involved in the programme reported an overall satisfaction rate exceeding 82% regarding the use of the four types of smart ageing technologies.
- 約六成參與計劃的院舍職員覺得智齡科技「容易使用」和可以「抽出時間到其他工作」，且有約八成職員「滿意培訓」和「滿意支援」，以及認為可以「提高護理品質」。
- About 60% of the participating staff found the smart ageing technologies to be "easy to use" and allowed them to "free up time for other tasks." Approximately 80% of the staff expressed satisfaction with the training and support provided and felt that it could "improve the quality of care."
- 使用陪伴娃娃「金叵羅」的院舍個案長者在「認知障礙症的嚴重程度」和「認知障礙症症狀的困擾」，如妄想、激動或攻擊性行為、焦慮症狀等有明顯的改善。
- Elderly using the companion doll "Golden Baby" showed significant improvements in the "severity of dementia" and the "distress caused by dementia symptoms," such as delusions, agitation or aggressive behavior, and anxiety symptoms.
- 受訪的「小金醫生」表示對計劃中的義工探訪活動感到滿意，運用智齡科技與院舍長者建立聯繫，並為安老院舍帶來正面的氛圍而感到滿足。
- "Dr Gold Junior" volunteers were satisfied with the volunteer activities, as they used smart ageing technology to connect with elderly residents and felt fulfilled by bringing a positive atmosphere to the care homes.
- 受訪的「黃金大使」表示很高興有機會嘗試新的智齡科技，與院舍長者試用智齡科技進行社交、娛樂，以及認知訓練。「黃金大使」對智齡科技在安老院舍的應用表示讚賞，但他們亦強調人情味和「以人為本」的服務精神。
- "Golden Buddies" expressed happiness at the opportunity to try new smart ageing technologies, engaging in social, recreational, and cognitive training activities with elderly residents. They praised the application of smart ageing technology in elderly care homes but emphasised the importance of human warmth and a "person-centered" service spirit.
- 受訪的實習學護表示為期一個月的實習有助增加對本港安老院舍的認識，及工作環境的了解，較參與計劃前增長了一倍的認知，以及增加了日後加入安老行業的興趣。
- The nursing interns noted that the one-month internship helped increase their understanding of local elderly care homes and the work environment, with their awareness doubling compared to before participating in the program, along with an increased interest in joining the elderly care industry in the future.

調教金仔計劃

Living with your golden companion – Gum Jai

07.2023 - 12.2023

「調教金仔計劃」旨在透過全新智齡陪伴機械人「金仔」，進駐家居及日間長者中心，為認知障礙症的長者提供服務，促進他們的社交生活，減輕照顧者及患者的精神壓力，以及減緩退化的症狀。是次計劃承蒙日本電氣香港有限公司資助，約40位長者及其家庭受惠。

The "Living with your golden companion – Gum Jai" programme aims to provide services to elderly with dementia through the companion robot "Gum Jai," deployed in homes and day centers for the elderly. The programme promotes their social lives, alleviates the mental stress of caregivers and patients, and helps slow down the symptoms of degeneration. This program is funded by NEC Hong Kong Limited, benefiting approximately 40 elderly individuals and their families.



「樂活銀齡」會員計劃 ‘Happy Silver Club’ Membership Programme

04.2023 - 03.2024

「樂活銀齡」會員計劃是個提供與長者息息相關的資訊和活動平台，每月為樂活銀齡會員舉辦不同類型的活動和講座，有助參與者及其家屬或照顧者了解更多「居家安老」的知識和資訊，例如智齡科技及健康活動等，並可透過參與不同活動擴闊社交網絡及享受更豐盛精彩的活動。計劃原定2022年12月結束，但由於深受大眾歡迎，計劃已延續第二期。

The "Happy Silver Club" membership programme serves as a platform providing participants with relevant information and activities. Each month, various types of events and seminars are organised for "Happy Silver Club" members, helping participants and their families or caregivers gain more knowledge about "ageing in place," such as smart ageing technology and health activities. Participants can also expand their social networks and enjoy a richer and more vibrant array of activities through their involvement. Originally scheduled to conclude in December 2022, the program has been extended for a second phase due to its popularity.



9月份活動 | 中秋月餅工作坊
月滿團圓 慶中秋

適逢中秋佳節，不妨一起製作月餅、腰果酥等應節食品，充滿樂趣之餘，又可以與親朋好友分享淺嚐自家製美食！

導師：蘇瑪 (Angel) 「蘇媽廚房」創辦人



10月份活動 | 健球體驗班
健球多樂趣 推動多元共融

健球 (Kin-Ball) 是一項源於加拿大的新興球類運動，使用特製尼龍球分組比賽，講求團體合作性。適合不同體能程度的人士參與，三隊一齊玩得！誠邀報名參加，挑戰自我，享受好玩的運動新體驗！

導師機構：BCN SPORT



11月份活動 | 藍曬工作坊
留住照片溫度 感受古典攝影的魅力

導師會教您藍曬 (Cyanotype) 的基本技巧，用復古的手工曬相法，將數碼照片曬出，創造出屬於自己的藍曬作品。

導師：夏黑爾 (Blackred)



12月份活動 | 軟餐製作工作坊
節日燒雞軟餐 色、香、味新體驗

想讓長者在飯桌上吃得開心，同賀佳節，不妨試吓製作燒雞軟餐！導師會教您還原燒雞的「色、香、味、美」，學習製作軟餐的技巧。

導師：李錦輝 Alan 區文達國際廚藝學院首席導師



1月份會員活動 | 賀年糕點廚藝坊
新春味蕾盛宴 手作賀年糕點添心意

金龍迎新，教大家自家炮製精美賀年糕點，搭配春節特色包裝，就更添新春喜氣！誠邀大家一齊大顯身手，在新春與摯愛親朋分享美味！

導師：蘇瑪 (Angel) 「蘇媽廚房」創辦人



2月份活動 | 療癒瑜伽體驗班
瑜伽 x 頌鉢 沉浸共鳴韻律 靜心寧神

學習常見的瑜伽呼吸法、基礎姿勢和簡單動作，配合水晶頌鉢、風鈴、丁夏等樂器，讓您靜心感受共鳴韻律，放鬆大腦，舒緩緊張情緒，排走積聚的負能量，釋放心靈。歡迎初學者參與，體驗療癒身心靈之旅。

導師：Viola 資深註冊瑜伽導師

如心料理 - 黃金美饌 Golden Gourmet

06.2023 - 03.2024

計劃夥拍華懋集團，邀請跨專業團隊，包括營養師、言語治療師、註冊護士以及如心酒店集團旗下西廚，以食物原材料入饌，全新設計一系列無添加、賣相精美、健康美味的「金齡美饌」。有別於一般軟餐，「金齡美饌」讓長者也能享受真材實料的美食，重拾進餐樂趣，並可與家人同枱，促進共融。

Partnered with the Chinachem Group, invited a multidisciplinary team, including nutritionists, speech therapists, registered nurses, and chefs from the Nina Hotel Group, to create a new series of "Golden Gourmet." These dishes are designed to be additive-free, visually appealing, and healthy, allowing elderly to enjoy authentic and delicious meals, rediscovering the joy of dining alongside their families and promoting inclusivity.



此外，計劃舉辦「金齡美饌訓練及三天院舍服務」，先讓義工學習長者友善餐飲知識，了解如何以食物原材料入饌，再參與集團旗下廚師教授的烹飪訓練。期望活動能讓長者有更多飲食選擇，提升生活樂趣，同時向社區推動關愛長者的文化。

Additionally, the programme will host "Golden Gourmet Training and Three-Day Care Home Services," where volunteers will first learn about elderly-friendly dining practices and understand how to use fresh ingredients in cooking. They will then participate in cooking training led by chefs from the group. The goal is to provide elderly individuals with more dining options, enhance their quality of life, and promote a culture of caring for the elderly within the community.



健齡樂聚（第二期）

URA Community Service: Smart Ageing Living (2nd Phrase)

10.2023 - 至今 til NOW

本會與市區重建局合作，舉辦學建關愛－「健齡樂聚」計劃，旨在透過運用智齡科技，促進在重建區生活的長者的社交生活，提升院舍長者精神健康。計劃培訓十位金齡義工加入成為黃金大使(Golden Buddy)。他們接受義工培訓後，攜帶機械人「金醫生」等智齡科技，以及一班醫護學生，到深水埗安老院舍進行有意義又別開生面的探訪活動。

GAF has collaborated with the Urban Renewal Authority to launch the "Community Service: Smart Ageing Living" programme, which aims to enhance the social lives of elderly individuals living in redevelopment areas through the use of smart ageing technology, thereby improving the mental health of residents in care homes.

The programme trained ten senior volunteers to become "Golden Buddies." After receiving volunteer training, they will carry smart ageing technologies such as the robot "Dr Gold" and work with a group of healthcare students to conduct meaningful and unique visitation activities at elderly care homes in Sham Shui Po.



動齡灣仔

Active Ageing Wan Chai

01.2024 - 01.2024

「動齡灣仔」由社企民間高峰會和本會合辦，計劃培訓多位灣仔區「動齡大使」，為45歲或以上的「金齡人士」提供伸展、健身運動培訓，共同設計適合青年人的運動方案，跟灣仔區的學生一起做運動，宣揚運動對於健康的重要性。

"Active Ageing Wan Chai," co-organized by the Social Enterprise Summit, aims to train several "Active Ageing Ambassadors" in Wan Chai . These ambassadors will provide stretching and fitness training for individuals aged 45 and above, collaboratively designing exercise programmes suitable for younger people. They will engage in physical activities with students from the Wan Chai area to promote the importance of exercise for health.



社區服務 Community Service

共度中秋 Celebrating Mid-Autumn Festival Together 09.2023

本會連同一班黃金大使及金仔到院舍送上中秋節應節食品。

GAF along with a group of Golden Buddies and companion robot, Gum Jai, visited the elderly care homes to deliver festive foods for the Mid-Autumn Festival.



歲晚送暖 同賀新春 Celebrating the New Year Together 02.2024

本會歲晚送暖，帶著關懷和愛心踏進多間安老院舍，探訪長者並贈送賀年福袋，傳遞新年的祝福。

GAF spreaded warmth by visiting different elderly care homes, bringing care and love to the seniors. We presented them with festive gift bags to convey New Year's blessings.



培訓項目 Training Programme

院舍培訓 Training for Elderly Care Homes

09.2023

本會舉辦多次的院舍培訓班，為安老機構從業員提供培訓，讓他們認識智齡科技，掌握優化後的院舍工作流程，改善私營安老院舍的質素。

GAF has conducted multiple training sessions for care home staff, providing them with knowledge about age-friendly technology. This helps them optimize work processes and improve the quality of private elderly care homes.



校園培訓 Training for Schools

02.2024

本會多次到校園培訓中小學生，讓他們認識安老產業，學習與認知障礙症長者溝通和相處的技巧之外，還教他們運用創新思維和智齡科技，為長者們設計有趣好玩的活動和遊戲。

GAF has visited schools to train secondary and primary school students, helping them understand the elderly care industry and learn communication skills for interacting with seniors with cognitive impairments. Additionally, we taught them to use innovative thinking and age-friendly technology to design fun activities and games for the elderly.



調查研究 Research Studies

國際老年學工作雜誌 Journal of Gerontological Social Work 05.2023

國際著名老年學工作雜誌發表了本會在進行了「香港智齡生活調查2021」后撰寫的文章 - "Generativity in later-life: The Interplay between retirement status and Human, social, and financial capital", 探討黃金一代（45歲以上人士）在退休狀況、教育和健康、社會資本和參與、以及金融資本資本等範疇對傳承創新的影響，讓各界人士關注黃金一代的需要，並及早作出合適的準備。

The internationally renowned journal, Journal of Gerontological Social Work, published an article by following the "Hong Kong Age-Friendly Living Survey 2021." Titled "Generativity in Later Life: The Interplay between Retirement Status and Human, Social, and Financial Capital," the article explores the impact of retirement status, education and health, social capital and participation, and financial capital on the generativity of the "Golden Generation" (individuals aged 45 and above). This work aims to raise awareness of the needs of the Golden Generation and encourage timely preparations.

「長者再就業」研究調查 Research Survey on 'Elderly Reemployment' 12.2024

本會聯同香港樹仁大學輔導及心理學系副教授劉喜寶博士，在「12.12黃金智齡日」發表「長者再就業」研究調查結果。是次調查共訪問了 624 位公眾及 117 間機構。結果顯示，大多數僱主和公眾支持長者再就業，認為他們能夠在職場上發揮專業知識和技能，為企業帶來價值。然而，有部分受訪者認為年齡歧視和身體限制是退休人士重投職場的最大障礙，加上沒有足夠資金聘請和培訓長者員工，希望政府審視有關政策。

GAF in collaboration with Dr Lau , Associate Professor of the Department of Counselling and Psychology at Hong Kong Shue Yan University, presented the results of the "Elderly Reemployment" research survey on "12.12 Golden Age Day." The survey interviewed 624 members of the public and 117 organizations. The results show that most employers and the public support elderly reemployment, believing that seniors can leverage their expertise and skills in the workplace, bringing value to businesses. However, some respondents indicated that age discrimination and physical limitations are significant barriers for retirees re-entering the workforce. Additionally, there is insufficient funding to hire and train elderly employees, prompting a call for the government to review relevant policies.

學生實習 Student Internships

中大學生實習 CUHK Student Internship

02.2023 - 04.2023

香港中文大學的學生到本會進行實習，深入了解安老產業的運作及其面臨的挑戰，並參與各種活動，包括協助策劃社區服務、參與長者活動以及進行市場調查等。



Students from The Chinese University of Hong Kong interned at GAF to gain an in-depth understanding of the operations and challenges faced by the elderly care industry. They participated in various activities, including assisting in community service planning, engaging in activities for seniors, and conducting market research.

學護實習 Nursing Student Internship

08.2023 - 10.2023

來自明愛專上學院的護理學系學生在院舍進行為期一個月的實習。在實習期間，學生與資深護士配對，獲得寶貴經驗和專業指導。透過與院友互動，從多角度思考和認識安老服務，學習以人為本的智齡科技應用方法。



The nursing students from Caritas Institute of Higher Education completed a one-month internship at the residential care facility. During the internship, the students were paired with senior nurses, gaining valuable experience and professional guidance. Through interactions with residents, they were able to think critically and understand elderly care services from multiple perspectives, learning about person-centered applications of age-friendly technology.

推動永續發展 Promoting Sustainable Development



09.2023

本會亦獲環境社會及企業管治基準學會頒發「環境、社會及企業管治成就大獎2022/2023 - 榮譽 ESG 先鋒機構」。

GAF was honored with the "ESG Achievement Award 2022/2023 - Honorary ESG Pioneer Organisation" by the Institute of ESG and Benchmark (IESGB).

11.2023

本會主席Rebecca獲香港中文大學委任成為社會責任和永續發展委員會成員，為實現大學社會責任（USR）目標提供策略指導和監督，並推動校園內外的可持續實踐。

Our Chair, Rebecca, has been appointed as a member of the Social Responsibility and Sustainable Development Committee at CUHK, providing strategic guidance and oversight to achieve the university's social responsibility (USR) goals and promote sustainable practices both on and off campus.

We are committed to achieving
我們承諾實踐

**Environmental, Social,
Governance**

環境保護、社會責任、公司治理



03.2024

本會成為由am730與環境社會企業管治、基準學會及亞洲金融科技師學會合力創辦「ESG綠色發展及碳中和大獎」頒獎典禮的支持機構。

GAF has become a supporting entity for the "ESG Green Development and Carbon Neutrality Awards" ceremony, jointly established by am730, IESGB, and IFTA.



發展方向

Development Direction

黃金時代展覽暨高峰會

Golden Age Expo & Summit

04.2023

本會籌備委員會成員們在灣仔春園街的社企餐廳聚會，積極討論本屆黃金時代展覽暨高峰會的主題與重點議題，集思廣益，旨在為高峰會提供清晰的方向，確保活動的成效。

GAF's organising committee members gathered at a social enterprise restaurant on Spring Garden Lane in Wan Chai to actively discuss the theme and key topics for this year's Golden Age Expo and Summit. Through brainstorming, they aim to provide a clear direction for the summit and ensure the effectiveness of the event.



十周年集思會 10th Anniversary Retreats

02.2024

在迎接本會成立十周年的重要里程碑，本會的顧問、督導及籌備委員會的成員們匯聚在一起，共同探討未來的發展方向。在集思會中，成員朝著五個方向討論未來發展方向，包括黃金時代經濟、健康與醫療保健、生成力和參與度、科技研發和應用及社會凝聚力和包容性。

In celebrating the important milestone of GAF's tenth anniversary, our advisors, steering committee members, and organising committee members gathered to discuss future development directions. During the brainstorming session, members focused on five key areas for future development: the Golden Age Economy, health and healthcare, productivity and engagement, technology research and application, and social cohesion and inclusivity.



嘉許及成就 Recognition

NGO創新及數碼技術表揚計劃

NGO Innovation and Digital Technology Recognition Programme

03.2024

「智齡照顧實驗室2.0」及「調教金仔計劃」，在香港生產力促進局主辦的「NGO創新及數碼技術表揚計劃」中脫穎而出，榮獲傑出表現獎及優異獎。

"Smart Care Lab 2.0" and the "Living with your golden companion – Gum Jai"—stood out in the "NGO Innovation and Digital Technology Recognition Programme" organised by the Hong Kong Productivity Council, earning the Outstanding Performance Award and the Excellence Award.



成效 Effectiveness



會員人數：22,000+
NO. OF MEMBERS: 22,000+



機構會員：100+
INSTITUTIONAL MEMBERS: 100+



義工人數：550+
NO. OF VOLUNTEERS: 550+



支持及合作伙伴數量：80+
NO. OF SPONSORS &
PARTNERS: 80+



社交媒體追蹤人數：7,200+
SOCIAL MEDIA FOLLOWERS:
7200+



社交媒體曝光率：230,000+
EXPOSURE OF SOCIAL MEDIA:
230,000+

鳴謝 Acknowledgement

智齡照顧實驗室2.0 Smart Care Lab 2.0

贊助機構
Sponsor



如心料理 – 黃金美饌 Golden Gourmet

合作伙伴
Partner



「樂活銀齡」會員計劃 “Happy Silver Club” Membership Programme

合作伙伴
Partner



調教金仔計劃 Living with your Golden Companion – Gum Jai

贊助機構
Sponsor



鳴謝 Acknowledgement

小金醫生計劃 Junior Dr Golden Programme

合作伙伴
Partner



學建關愛 – 「健齡樂聚」計劃 URA Community Service: Smart Ageing Living

合作伙伴
Partner



動齡灣仔 Active Ageing Wan Chai

合作伙伴
Partner



中秋及新年賀禮 Mid-Autumn Festival and New Year Gifts

合作伙伴
Partner



鳴謝 Acknowledgement

中大學生實習 CUHK Student Internship

學術伙伴
Academic Partners



香港中文大學
The Chinese University of Hong Kong

學護實習 Nursing Student Internship

學術伙伴
Academic Partners



明愛專上學院
Caritas Institute of Higher Education
前稱「明愛修德試學院」 Formerly known as Caritas Francis Hsu College

第八屆黃金時代展覽暨高峰會 (2023) The 8th Golden Age Expo and Summit (2023)

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