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年度重點 HIGHLIGHTS OF THE YEAR

品牌及傳訊部積極推展機構品牌建設與公眾參與工作，透過多元渠道深化本會的核心價值、使命、願景和服務成果，加強社會對本會推動自在共融的工作上的認同與支持。

The Brand and Communications Division actively worked to enhance the Agency's brand building and public engagement efforts. Through diverse channels, the team deepened awareness of the organisation's core values, mission, vision, and service outcomes, fostering greater recognition and support for its work in promoting the spirit of "Everyone Deserves to Belong" in the community.

籌辦大型籌款活動凝聚社會力量

本年度，品牌及傳訊部成功推動兩項大型籌款活動，進一步強化本會與社區的連繫，凝聚各界力量。善導會全港賣旗日於二零二四年八月圓滿完成。活動邀請了演員黃梓樂擔任活動大使，共招募超過25個團體及近1,800名義工在全港各區參與。「甦Walk·同你心同你行」2025亦於二零二五年二月成功於清水灣鄉村俱樂部舉行，並邀請了律政司司長林定國SBS, SC, JP擔任主禮嘉賓，吸引近700名參加者同行，以運動凝聚各界，推動社會關注更生共融與犯罪預防。

Mobilising Community Support Through Fundraising Events

Brand and Communications Division successfully organised two major fundraising events that effectively rallied community support and while strengthening the Agency's ties with the community. SideBySide Territory-wide Flag Day was successfully concluded in August 2024, with young artist Sean Wong was invited as Event Ambassador. The event mobilised over 25 organisations and nearly 1,800 volunteers to participate across Hong Kong. SO Walk 2025 was successfully held in February 2025. The event featured Mr. Paul Lam Ting-kwok, SBS, SC, JP, Secretary for Justice, as the officiating guest and attracted nearly 700 participants. The event united people from all walks of life to promote social awareness of social rehabilitation and crime prevention.

媒體合作拓展公眾影響力

自二零二四年六月起與商業電台第一台雷霆881合作推出電台節目《同你心導行》，以聲演故事與深度訪談形式，呈現服務使用者真實歷程。節目透過大氣電波觸及廣大聽眾，促進公眾對邊緣社群的理解，強化本會推動自在共融的服務理念。

Expanding Public Impact Through Media Collaboration

Since June 2024, the Agency has partnered with Commercial Radio 1 (CR881) to launch a brand new radio programme series. Using storytelling and in-depth interviews, the programme highlighted the real-life journeys of service users. By reaching a broad audience through radio, it enhanced public understanding of marginalised groups and reinforced the Agency's purpose of "Everyone Deserves to Belong".





善導會全港賣旗日2024獲藝人小肥及陳志雲支持參與宣傳活動。

Artists Siu Fai and Stephen Chan lent their support to the promotion activities of SideBySide Territory Wide Flag Day 2024.

「甦Walk·同你心 同你行」2025活動結合實體步行、互動遊戲與體驗環節。SO Walk 2025 engaged participants through a walkathon, interactive games, and immersive experiences.



善導會全港賣旗日邀請了各界人士成為義工。Volunteers from all sectors joined the SideBySide Territory Wide Flag Day 2024.



《同你心 導行》每集均會分享一個服務使用者的故事，以真實經歷提高大眾對邊緣社群的認識。

The new radio programme shared a service user's story every week, raising public awareness of marginalised communities through real-life experiences.



| 數碼化及資訊科技 | DIGITALISATION AND INFORMATION TECHNOLOGY |



年度重點 HIGHLIGHTS OF THE YEAR

個案及數據管理系統

承接去年系統建設的基礎成果，「個案及數據管理系統」已邁出重要步伐，逐步走向全面實施。在香港賽馬會慈善信託基金的支持下，該系統旨在數碼化並優化機構各項服務的工作流程。

今年首階段已正式上線，涵蓋「精神健康綜合社區中心」及「過渡性房屋」的服務運作。這些模組提升了服務的靈活性及營運效率，並透過即時數據支援更快的決策和更貼心的個人化支援。

系統的其餘階段仍在持續開發中，當中包括如「會員平台」等關鍵功能，旨在加強與外部持份者之間的溝通與協作。整個系統預計將於二零二六年年中全面啟動，以六個策略性階段推展，共涵蓋十個整合模組。

這項轉型展現了善導會秉持科技創新，致力滿足不斷轉變的服務需求，提升使用者體驗，並推動更高效的數據管理。

網上商店

善導會於今年推出了首個網上商店（eshop.sidebyside.org.hk），為展現由弱勢社群親手製作的產品提供了一個嶄新平台。每一筆購買不僅支持他們的職業培訓及就業機會，更賦予社群成員自立和發展的力量。此商店精心挑選各式手工藝品與生活精品，每件作品皆述說著堅韌與創意的故事。平台創造了嶄新的收入來源，亦大幅提升了工藝創作者的社會曝光率。

Case and Data Management System

Building on last year's foundational development, the Case and Data Management System has made significant progress toward full implementation. Supported by the Hong Kong Jockey Club Charities Trust, the system is designed to digitize and optimize service workflows across the agency's diverse programmes.

Over the year, the first phase officially went live, integrating operations of both the Integrated Community Centre for Mental Wellness and Transitional Housing services. These modules have enhanced service flexibility and improved operational efficiency, delivering real-time data for responsive decision-making and more personalised support.

Development continues across the remaining phases, which will include critical features such as the Member Portal for external stakeholders, strengthening communication and collaboration. The system remains on track to be fully operational by mid-2026, bringing ten integrated modules online in six strategic phases.

This transformation reflects SideBySide's commitment to embracing technology to meet evolving service demands, improve user experience, and drive smarter data management across all service areas.

Online shop

SideBySide launched its first online shop (eshop.sidebyside.org.hk), a platform showcasing handcrafted products made by individuals with disabilities and other marginalised groups. With every purchase, customers support vocational training and employment opportunities that empower our community members to thrive. The shop features a curated range of artisanal crafts and lifestyle goods, each carrying a story of resilience and creativity. The platform introduced new revenue streams, and expanded visibility for our makers.



DIGITALISATION AND INFORMATION TECHNOLOGY /

數碼化及資訊科技

服務數據 SERVICE DATA



系統 System	使用系統的服務單位 Units using the system
雲端電郵及文書處理系統 Cloud-based Email and Document Processing System	全會 All units
知識分享平台 WiseEasy	全會 All units
線上電子簽名解決方案 Online Electronic Signature Solution	全會 All units
人事管理系統 Human Resources Management System	全會 All units
財務管理系統 Financial Management System	財務部 Finance Division
ORSIS 更生人士服務綜合系統 Offender Rehabilitation and Service Integration System	社會康復及支援綜合服務中心、法院社工服務、宿舍服務 Integrated Service Centre for Social Rehabilitation & Community Support, Court Social Work Service, Hostel Service
MESIS 精神健康服務綜合系統 Mental Health Service Integrated System	精神健康綜合社區中心 Integrated Community Centre for Mental Wellness
持份者關係管理系統 Stakeholders Relationship Management System	全會 All units
僱員管理系統 Human Resources Management System	社企明朗服務有限公司 Social Enterprise Bright Services
僱主網絡管理資料庫 Employment Management Database	職業發展服務 Employment Development Service
健康教育服務資料庫及管理系統 HES Management Database	健康教育服務 Health Education Service
中途宿舍管理系統 Halfway House Management System	中途宿舍 Halfway House
工作流程系統 Workflow System	全會 All units
個案及數據管理信息系統 Case and Data Management System	全會 All units
網上商店 Online shop	全會 All units

年度重點 HIGHLIGHTS OF THE YEAR



研究與評估成果

本年度，研究及發展部透過實證為本的策略，在多項服務計劃的評估中取得重要進展。其中，「恒生青年前路探索計劃」的評估結果顯示，計劃能有效提升青年職涯規劃能力，並為商界、教育界等持份者提供具參考價值的數據，為未來青年服務設計帶來重要啟發。同時，賽馬會「拍住上」共居社區計劃的先導研究，為優化服務模式提供關鍵洞見，使服務更能回應年輕住戶的動態需求。

Research and Evaluation Outcomes

During the reporting year, RDD achieved significant progress in evaluating multiple service programmes through evidence-based strategies. The evaluation of the Hang Seng Youth Career Planning Scheme demonstrated its effectiveness in enhancing young people's career planning competencies, while providing valuable data for stakeholders from the business and education sectors—offering key insights for the future design of youth services. In addition, a pilot study of the Jockey Club "Craft Your Life Together" Co-living Community Project yielded critical insights for service model optimisation, enabling more responsive support for the evolving needs of young residents.

學術合作與知識轉移

本部積極與學術機構協作，包括與中文大學合作的睡眠健康調查，以及與城市大學合作的動物輔助服務評估，均取得具實踐意義的研究成果。此外，透過出版《善研》期刊及舉辦研究工作坊，促進內部知識分享，提升同工在研究方法與成效導向思維的應用能力，為推動回應性服務模式奠定基礎。

Academic Collaboration and Knowledge Transfer

RDD actively collaborated with academic institutions, including a sleep health survey with The Chinese University of Hong Kong and an assessment of animal-assisted services with the City University of Hong Kong, both generating practical and applicable findings. Knowledge transfer was further strengthened through the publication of the SideBySide: Discovery journal and a series of research workshops, enhancing staff capacity in research methodologies and outcome-oriented thinking, and laying a foundation for responsive service models.

推動服務創新與效能

各項知識分享活動，如影響力設計培訓，成功強化跨部門同工將實證實踐與社會影響思維融入項目執行，進一步提升服務設計的科學性與成效。研究及發展部將持續以創新研究與數據驅動的介入策略，推動服務效能升級，為社會需求提供具影響力的解決方案。

Driving Service Innovation and Effectiveness

Knowledge-sharing initiatives such as impact design training have successfully equipped staff across departments to integrate evidence-based practices and social impact thinking into programme implementation, thereby improving the scientific rigour and effectiveness of service design. Moving forward, RDD will continue to leverage innovative research and data-driven intervention strategies to enhance service effectiveness and deliver impactful solutions in response to societal needs.

《善研》第2023/24年度第5期已發行，旨在分享有關善導會研究的智慧。
"SideBySide: Discovery" Issue 2023/24 Vol 5 was issued to disseminate knowledge to share wisdom on SideBySide studies.



TALENT DEVELOPMENT AND STAFF TRAINING /

| 人才發展部 | Talent Development Division |

人才發展及職員訓練

年度重點 HIGHLIGHTS OF THE YEAR



善導培訓中心推動專業發展

善導培訓中心為非政府機構營運的「躍見新生活」過渡性房屋項目提供精神健康相關的培訓，致力促進業界的專業發展與服務質素提升。

SideBySide Training Centre Promotes Professional Development

SideBySide Training Centre offered mental health training for transitional housing projected operated by non-governmental organisations under the “Jockey Club Project Lift”, aiming to promote professional development and enhance service quality within the sector.

重視人才發展

本年度，我們積極參與由香港大學及另外四間非政府機構合作的優勢模式教研中心的研討會，並安排35位同事參與優勢模式的培訓。另外，為提升同工的輔導技巧，我們邀請了資深的心理學家為47位同工進行了一系列不同程度的「動機式訪談培訓」，以及為前線同事、住宿服務同事及管理層設計不同內容的「創傷知情照顧及優勢思維培訓」，讓他們在提供服務時更專業地為服務使用者提供服務。

Talent Development

This year, we actively participated in symposiums organised by the University of Hong Kong in collaboration with four other NGOs under the SMART Institute. A total of 35 staff members completed training on the Strengths Model. To further enhance counselling capabilities, we engaged an experienced clinical psychologist to deliver a series of motivational interviewing sessions for 47 staff across different levels. Additionally, tailored training on trauma-informed care and strengths-based approaches was provided for frontline, residential service, and management staff, equipping them to deliver more professional and effective services.

服務數據 SERVICE DATA



外間個人培訓
External training
for individuals

96 參與人次
No. of participation

切合服務及工作所需的外間培訓。
External training relevant to
service and work setting



機構主導課程
Corporate-led
training

2,209 參與人次
No. of participation

新入職同工簡介會、網絡安全培訓、
線上兒童虐待防治訓練、愛心物業
管理人員訓練班等。
New Staff Orientation, Cyber
Security Training, Online Against
Child Abuse Training, Caring
Property Management Training
Course, etc



服務主導課程
Service-led training

307 參與人次
No. of participation

家庭調解、創傷知情照護、與兒童溝通等。
Family Mediation, Trauma-
Informed Care, Communication
with Children, etc



| 人才發展及職員訓練 | TALENT DEVELOPMENT AND STAFF TRAINING |

| 人才發展部 | Talent Development Division |



服務成效 SERVICE IMPACTS

有 **89%** 的參與者表示培訓對他們的工作有幫助。

87% 的參與者表示他們能夠將所學的知識與技能應用於工作中。

於2024-25年度共提供61項內部培訓課程，涵蓋多個範疇，較2023-24年度

的45項課程增加了 **35%**。

於2024-25年度安排85名學生於本機構各單位實習，較2023-24年度的71名

學生實習人數增加了 **19%**。

89% of all participants commented that the trainings are useful for their works.

87% of all participants commented that they can apply the knowledge and skills obtained in their work.

A total of 61 internal training courses across multiple disciplines were offered to staff in

2024-25, representing a **35%** increase from the 45 courses offered in 2023-24.

Arranged 85 students placed in Agency's units

in 2024-25, represents a **19%** increase from 71 student placement in 2023-24.



資深的臨床心理學家為同事進行動機式法的培訓，增強同事的輔導技巧

Experienced Clinical Psychologist conducted Motivational Interviewing training for staff to enhancing their counselling skills



邀請尼日尼亞在更生服務方面知名的社會工作者為同事進行分享
A renowned social worker from Nigeria specialising in rehabilitation services was invited to share insights with staff

年度重點 HIGHLIGHTS OF THE YEAR



在社會不斷變化的脈搏中，我們深知，唯有不斷革新與成長，方能回應社會的需要。善導會的員工，他們的專業精神、同理心與使命感，是最堅實的力量，並為機構注入溫度與深度。

為配合善導會新服務的拓展及未來發展，我們一直推動多項人力資源改革，於今年推出新員工活動「善聚點」，促進跨部門交流與員工歸屬感。這些舉措不僅提升了團隊的靈活性與協作效能，更鞏固了人才管理基礎，為吸引與挽留優秀人才創造更有利的環境。

我們將繼續以「人本」為核心，勇於創新，敢於承擔，與員工攜手邁向更共融的社會。

In the fast-changing society, we are fully aware that only by continuous innovation and growth to respond to the needs of the community. The professionalism, empathy and sense of mission of the staff of SideBySide are the most solid strength and inject warmth and depth into the Agency.

To support our expansion of new services and future service development, we have ongoing implemented human resources related reforms. This year, we launched a new employee programme, "S Club", to foster cross-departmental communication and a sense of belonging among our employees. These initiatives have not only enhanced our team's flexibility and collaboration, but also strengthened our talent management foundation, creating a more favourable environment for attracting and retaining outstanding talent.

We will continue to be "people centric", with courage to innovate, own the impact, and work hand in hand with our employees towards a more inclusive community.



同事們於「善聚點」活動中全情投入
Employees were dedicated in the activity held by S Club



「善聚點」中，負責同事向參與者簡介
Delivered an introduction to participants in S Club



「善聚點」其中一項活動是興趣工作坊
Craft workshop was one of activities in S Club

年度重點 HIGHLIGHTS OF THE YEAR



關愛身心·凝聚團隊

職員福利會以「關愛身心」為本年主題，鼓勵同事關注自己的身心靈健康，關懷小組亦會定期向會員送上關心。本年度經過網上投票舉辦「品酒班」、「CQB體驗活動」及「霓虹燈工作坊」，活動得到同事的熱烈響應，更帶同親友參與支持。一年一度的「職福會週年聚餐」讓同事們聚首一堂，彼此聯繫。職員福利會亦推動同事多運動，除了組隊代表機構出戰社工盃足球和籃球比賽，也有定期進行排球及羽毛球訓練以強身健體和舒緩工作壓力。



CQB活動盡情讓參加者發洩生活壓力
CQB activities allowed participants to vent their stress from everyday life.



與家人共享自我手作的樂趣
Shared the joy of making things with your family

This year, the Staff Welfare Association (SWA) centred its efforts on the theme "Care for Physical and Mental Health," encouraging colleagues to prioritise their holistic well-being. The Care and Concern Group maintained regular contact with members, offering support and strengthening a culture of mutual care.

Through an online voting process, SWA organised a range of popular activities—including a Wine Tasting Class, CQB experiential activities, and a Neon Light Workshop—which received enthusiastic participation from staff, many of whom invited family and friends to join. The annual SWA Lunch provided a valuable opportunity for colleagues to connect in an informal setting.

To promote an active lifestyle, SWA coordinated staff teams to represent the Agency in the Social Work Cup football and basketball competitions, and facilitated regular volleyball and badminton training sessions. These initiatives supported physical wellness and stress relief, contributing to a healthier and more connected workplace.



放工後淺嘗美酒，享受品酒之樂
Staff enjoyed a glass of fine wine and the pleasure of wine tasting after work



臨近聖誕佳節與委員、同事及親屬好友聚首一堂共迎聖誕
We gathered with committee members, colleagues, relatives, and friends to celebrate Christmas together.