



# Re-shaping the city for our mature population: Jockey Club's age-friendly initiative fosters cross-sector collaboration

Jockey Club's Age-friendly City Partnership Scheme is calling on business and public sectors to create an age-friendly environment.

By 2040, it is forecast that almost one-third of Hong Kong's population will be elderly people. To better prepare our society for the challenges and opportunities arising from this ageing population trend, The Hong Kong Jockey Club Charities Trust has designated building Hong Kong into an age-friendly city as one of its overarching strategic focus areas.

In 2015, the Trust partnered with four gerontology research institutes in Hong Kong to implement the Jockey Club Age-friendly City Project and build momentum in the 18 districts of Hong Kong to develop an age-friendly community. One of the initiatives under the JCAFC Project is the Jockey Club Age-friendly City Partnership Scheme.

The Scheme is aimed at encouraging business and public stakeholders to help develop a more age-friendly culture in our community, and recognising companies/organisations that have adopted age-friendly practices in their businesses or operations. It also provides resources and information for the public, especially for older people, about the importance of an age-friendly city, as well as advice on how to grow old in a stress-free and engaging way.

An award presentation ceremony and thematic forum is being held today at the Hong Kong Convention and Exhibition Centre, with Nicholas Yang, Secretary for Innovation and Technology, and Leong Cheung, Executive Director, Charities and Community of The Hong Kong Jockey Club as joint officiating guests.

## Recognising age-friendly enterprises and organisations

Since the launch of the Scheme in 2017, over 80 participating organisations have adopted at least one age-friendly practice. These organisations have been presented with a set of certificates to encourage them for their excellent work, and age-friendly stickers for displaying at their offices, stores or branches.

At today's event, seven awards are being presented, namely the Age-friendly Innovation Award, Age-friendly Employer Award, Age-friendly Facilities Award, Age-friendly Collaborator Award, Age-friendly Business Award, Our City's Story Award and "My Favourite City Partnership Scheme" Award. They acknowledge those who make extra efforts in their age-friendly practices, including through



Elderly, NGO working partners and guests sharing at the closing ceremony to conclude their takeaways from the district-based programmes.



The Launch Ceremony of Jockey Club Age-friendly City Partnership Scheme was successfully held on June 7, 2018 to symbolise the collaboration effort of business, community, government and public in promoting age-friendly city.

their employment policies, their working environment or their silver hair market service/products.

Winners of the awards were selected by a judging panel comprising members of the JCAFC Project Advisory Committee, professional experts from project partners, government officials and NGOs. For the "My Favourite City Partnership Scheme" Award, the public were also able to vote through the JCAFC Project's Facebook page, based on their favourite age-friendly practices, activities, services or products.

## Innovation: the driving force for the Silver Hair Market

Following the ceremony is a thematic forum titled "Smart Ageing City and Beyond: Driving Innovation in the Silver Hair Market". Panellists include Professor KC Chan, Adjunct Professor of Finance of the Hong Kong University of Science and Technology; Leong Cheung, Executive Director, Charities and Community, The Hong Kong Jockey Club; Dr Lam Ching-choi, Chairman of the Elderly Commission; and Jasper Tsang, Vice Chairman of the Hong Kong Policy Research Institute.



The outdoor exhibition organised at Lee Theatre in November 2018 was one of the territory-wide public education activities to increase the awareness of age-friendly city.

The event is being joined by over 300 participants from the business sector, the government, the non-profit sector and other community stakeholders.

Conventional wisdom says technology and innovation are not something that older people are comfortable with. But that may change as the convenience offered by innovation can make everyday life more comfortable for the ageing population. The panellists will shed light on this matter.

### LIST OF AWARDEES:

AWARD	AWARDED COMPANIES / ORGANISATIONS (Listed in no particular order)
Age-friendly Innovation Award	<ul style="list-style-type: none"><li>• BNET-TECH Company Limited - STICKu</li><li>• Microsoft Hong Kong Limited - MirrorGotchi</li><li>• The Hong Kong and China Gas Company Limited - Chef Anchor</li></ul>
Age-friendly Employer Award	<ul style="list-style-type: none"><li>• Gingko House - Support Senior Employment, Enjoy Life Enrichment</li><li>• The Hongkong and Shanghai Banking Corporation Limited - HSBC Smart Senior Programme</li><li>• Wharf Real Estate Investment Company Limited - Bright Senior Ambassador (BSA) Programme</li></ul>
Age-friendly Facilities Award	<ul style="list-style-type: none"><li>• New World First Bus Services Limited and Citybus Limited - NWFB and Citybus Age-friendly Bus Compartment</li><li>• Uni-China (Market) Management Limited - Age-friendly Market</li><li>• Wharf Real Estate Investment Company Limited - Free Rides and Barrier-Free Facilities for the Elderly</li></ul>
Age-friendly Collaborator Award	<ul style="list-style-type: none"><li>• Construction Industry Sports &amp; Volunteering Programme (CISVP) - Get in Gear</li><li>• Office of the Government Chief Information Officer - Territory-wide Digital Inclusion Initiatives for the Elderly</li><li>• YWCA NWS Y-Care Centre (North District)</li></ul>
Age-friendly Business Award	<ul style="list-style-type: none"><li>• BNET-TECH Company Limited - STICKu</li><li>• CSL Mobile Limited - Smartphone Workshop</li><li>• HOHOLIFE - Innovative Silver Lifestyle Concept Store</li></ul>
Our City's Story Award	<ul style="list-style-type: none"><li>• School of Nursing &amp; Health Studies, The Open University of Hong Kong - Jockey Club Home Health Watch Programme</li><li>• The Nethersole School of Nursing, Faculty of Medicine, The Chinese University of Hong Kong - Fu Shin Community Asset Networks for Ageing in Place</li><li>• Y Silver Link</li></ul>
"My Favourite City Partnership Scheme" Award	<ul style="list-style-type: none"><li>• Office of the Government Chief Information Officer - Territory-wide Digital Inclusion Initiatives for the Elderly</li></ul>



**Jockey Club Age-friendly City Partnership Scheme**  
Website: [www.jccitypartnership.hk/](http://www.jccitypartnership.hk/)



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