

Chairman's Report on the Work of CDIA for Annual General Meeting Year 2023

Introduction

When life in Hong Kong gradually resumed to normal after COVID in 1Q 2023, many physical activities especially partnership building and stakeholders training programs in CDIA were reactivated. It has taken the opportunity of its 10th year after establishment to review its work to prepare for the way forward and to turn a new page to meet future challenges in the next decade, while adhering to its 5 Year Plan.

1. Key Events and Activities Performed

2.1 Launch of the CDIA READY Academy cum celebration of CDIA 10th Anniversary on 5th March, 2023 at the Hong Kong Cultural Centre.

- The event successfully signified the **milestone** of the organization and showcased to the community its **achievements** in supporting the Government youth development cum intergenerational poverty alleviation policies.

Anniversary Highlights

- Milestone and achievement
- Government endorsement
- Community support
- Contribution recognition
- Launched READY Academy
- Partnership Reinforcement



- **Government endorsement** was reflected through the presence of **over 20 Government officials** from different departments. There were **5 senior Government officials** including **Chief Secretary for**



Administration who officiated the event, and **four other senior Government officials** (*Secretary for Civil Services Bureau, Deputy Secretary for Home Affairs and Youth Bureau, Commissioner for Youths, and Deputy Director of Social Welfare Department*)

- **Community and business support** was reflected by the attendance of **over a thousand stakeholders** from CDIA supporting business organisations, donors, partners, volunteers, mentors, parents and youths.
- The **CDIA READY Academy** will support training standards and quality, as well as curriculum development of the work of CDIA.



2.2 Program Enrichment for the Pre-Y-WE Process

An internal review on Y-WE focussing on the learning impact of the Y-WE youths was conducted. The review suggested the need to further enrich the Y-WE process in terms of **preparation, during Y-WE support and the round up debriefing**. The Y-WE **digitalization process** is also entering its second phrase to support **on-line registration, system link up among various stakeholders, and real time data analysis**. A list of measures were implemented immediately. They include :

- **Compulsory interview process**

The digitalized Y-WE system supports accurate and standardized record keeping and data analytics. The interview is now a compulsory process in the Y-WE.

- **Compulsory Pre-Y-WE foundation training**

The training curriculum will focus more on practical tips in the workplace illustrated by real past cases. The youths will also be shared the process and nature of Y-WE for expectation management.



- **Y-WE -GPS program was piloted to enhance Y-WE learning**

A program called “ **GPS in Y-WE** “ is piloted in the summer of 2023 to feed the youths with knowledge on the **width and depth of the industries** before Y-WE practicum. Using a format of an in-depth talk or briefing by industry veterans, accompanied by a visit or workshop. The participants are from a selected group of youths **sharing the same and/or similar career interests**. Six industries were identified for the GPS in the pilot program : IT related, Design and Creative, Engineering related, Pet , Medical and Healthcare and Conglomerates . This program is sponsored by the Rotary Club of Hong Kong South. This program was awarded the Best Rotary Vocational Services of the Year in 2023. This program will be relaunched once funding is available.



Rotary Hong Kong South

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GPS
職志導航

GPS 2023 - Total No. of Beneficiary Youths : 126

6 industries involved :
IT and Innovation, Medial and Healthcare, Design and Creative, Building and Engineering, Pet, Conglomerates.

Pilot Y-WE GPS : Y-WE preparatory training

- Match youths to industry needs
- Let youths see width and depth of industries before practicum



- Plan to revive “Blue Sky” (窗外蓝天) – A Pre Y-WE Webinar Online Program

This program gained very favourable comments and support from all CDIA partnering NGOs and schools since its launch in 2022. They consider this program extremely helpful and beneficial to allow students **free access by all to the latest updated knowledge and information on the latest industry development to inform future career trends and direction.** Financial support through program title sponsorship is being sought to support the production of this program for possible relaunch.



窗外藍天 Blue Sky

- Online platform connect youths to industries during COVID lockdown
- 10 popular industries : IT, Biomed & Biotech, Pet, Air-transport, Property management, Design & creative, Building & architecture, Food & Beverages, Healthcare,
- Target reach : **over 4,000 aged 15-19** secondary students
- Impactful result

Research Item	Pre-test	Post-test
Understanding of practical workplace	5.35	5.87
Understanding of interested industry	5.67	6.14
Knowledge of entry requirement and career path of interested industry	5.22	5.93
Life and career direction	5.89	6.29






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- Enhancement of the Business Advisors (BA) volunteer team
 - 68 BA were recruited. The recruitment exercise is ongoing.
 - A more systematic training structure was introduced and training content enhanced.
 - A “ tool box” is in place to provide instant support to each BA.





- **New Program Initiative “ 24 Flavors” in Positive Thinking (正向廿四味) to enhance character strengths of youths**

Funded by the HKSAR Home Affairs and Youth Bureau, a program called 正向廿四味 was launched in November 2023. Focussing on the 24 internationally recognized character strengths, this program aims to foster positive thinking and values among youths through the program’s 2 elements of “ Positive Cinema “ and “ CEO Secrets “ which help youths to deeply engage with the program guests and movie characters to build and cultivate positive life attitude.

All Y-WE youths are encouraged to view and learn from this program as part of their pre-Y-WE foundation training.



3. Y-WE Update

3.1 Y-WE 2023 Performance Data

Y-WE 2023		
No. of youths completed Y-WE 2023	417	405 summer Y-WE, 12 winter Y-WE
No. of business organisations involved	172	
No. of volunteer BA (Business Advisor) recruited	68	
No. of youths took part in GPS pre-Y-WE training	126	
No. of capacity building workshops held for stakeholders (youths/parents/volunteers/BA/ Social workers)	8 workshops	for around 600 participants
No. of supporting NGOs and schools	24	

- **Business Advisors (BA)** : 68 BA have been recruited
- **Business organisations** : A massive **data updating** exercise was conducted for the 400 supporting organisations. Many organisations were found inactive or out of business due to heavy staff turnover resulting from people immigrating, and office relocations because of business downsizing after the COVID turmoil. A team for partnership engagement was formed to recruit more supporting organisations. The number of supporting organisations was **increased by 13% to 450** from 400.
- **Industry** : Our industry network was **expanded with more firms in the IT / Innovative/ technologies/ Construction / and healthcare industries to match with economic trend and Y-WE demand.**
- **Quality and Standards** : Review on the pre-Y-WE process commenced in 2Q 2023. A number of key processes and their structures were strengthened as reported in the above.
- Enhancement on **digital management** to support Y-WE is on-going.
- **The SROI for Y-WE 2023 is 7.25 times**



Support from Industries & HKSAR



4. Appointment by the Government as the sole provider of youths' internship training for the Strive & Rise 共創明 Teen Alumni.

Among all current models of youths' internship training program in Hong Kong, the CDIA youth work experience program was recognised and chosen by the Government as the sole provider of youth internship program to the alumni of the HKSAR Strive & Rise (S&R) Program. S&R Alumni aged 16 and above will be referred to CDIA. This will open a new referral source for CDIA with expected caseload to be increased in 2024.



5. Y-WE research

5.1 The research for Y-WE 2023 was performed under the supervision of the Hong Kong University Department of Social Work and Social Administration (HKU).

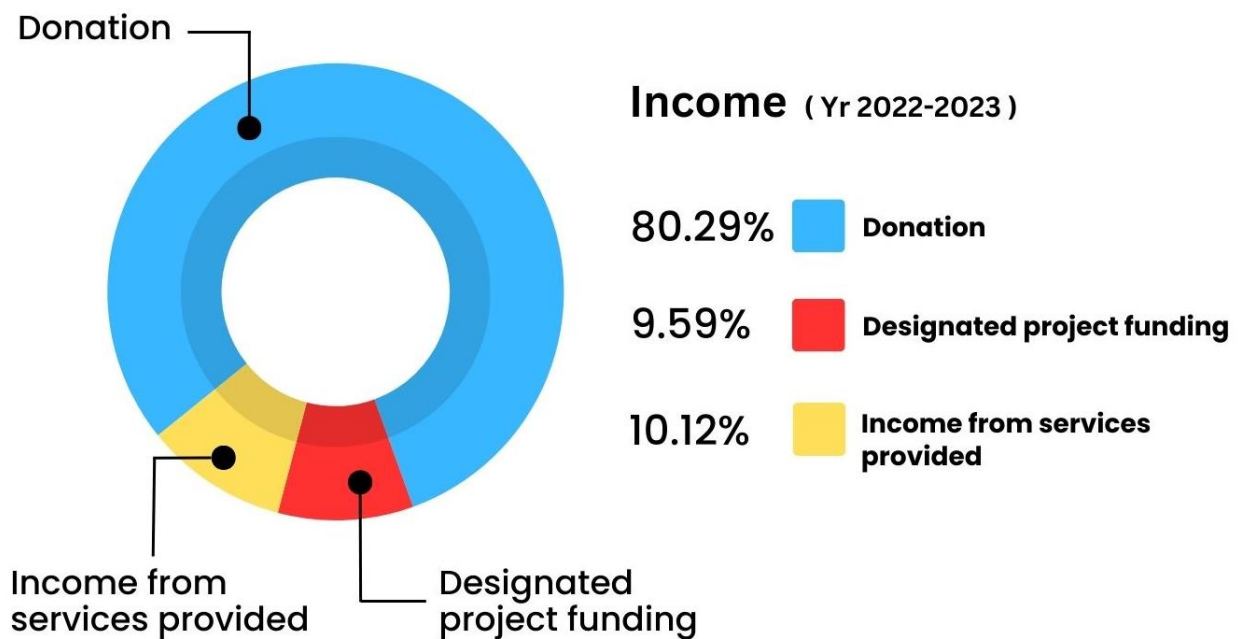
5.2 We are now into the fifth year the CDSE research study has been carried out. The result of Y-WE is proven as an intervention that **can bring about positive transformation on the participating youths in terms of enhanced CDSE (Career Decision Self- Efficacy)**. CDIA is in discussion with HKU under the guidance of its Hon Advisor Professor Cecilia CHAN to expand the perspectives of the study.

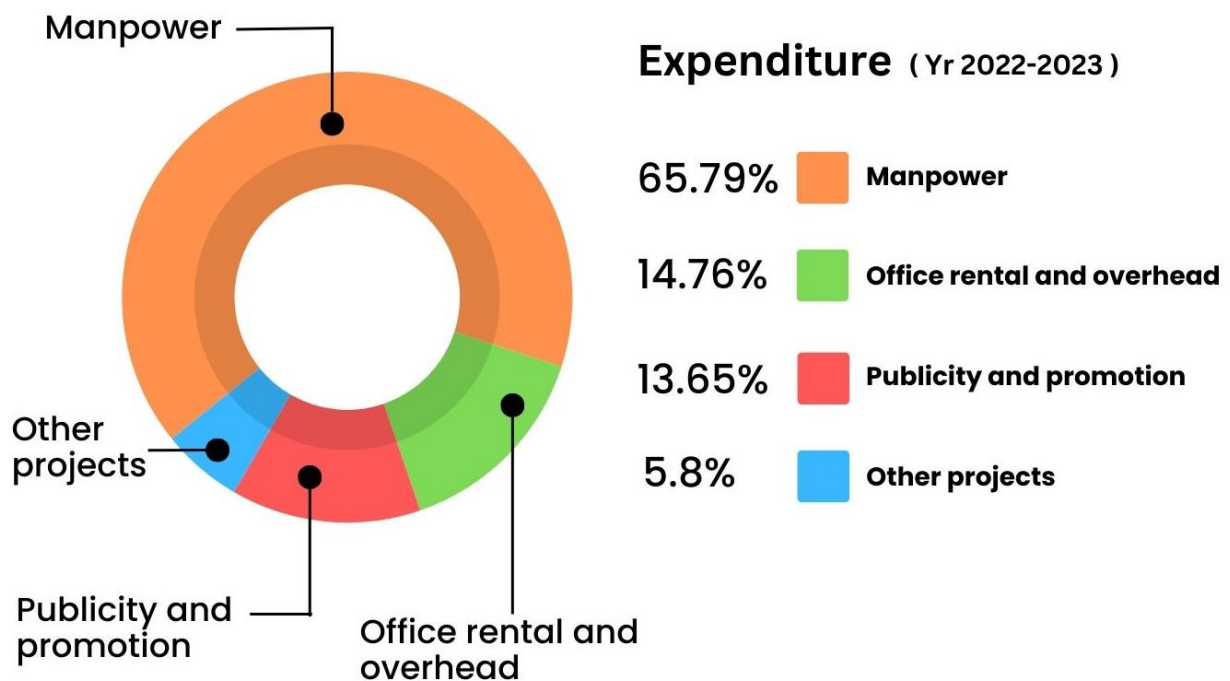
6. Finance

CDIA continues to rely on the support of community donation for its operation. Despite the difficult years of COVID, a total of over HKD2M donation was received. Thanks to the continuous support of **AR Foundation and Lo Kwee Seong Foundation** who remained to be our major donors. HKD0.26M was received from service income.

During the year, an average of 8 staff including 2 part-time supported the office operation and its services. Manpower and staff payroll took up the lion share of CDIA's annual expenditure (around 80%). Office rental and other overhead also registered a significant increase due to the rental of additional office space (an extra office in an adjacent room " Room 703" was rented) to meet operational needs. The above constituted to the HKD2M of the CDIA annual expenditure. The accounting details can be referred to the attached audited financial report for the year. A thumbnail of the breakdown is as below.

Income		Expenditure	
Donation	HKD 2.09M	Manpower	HKD 1.51M
Designated project funding	HKD 0.25M	Office rental and overhead	HKD 0.34M
Income from services provided	HKD 0.26M	Publicity and promotion	HKD 0.32M
Total	HKD 2.60M	Other projects	HKD 0.13M
		Total	HKD 2.30M





7. Membership

A number of corporate and individual members resigned due to closure of business or business became inactive, and some individuals members immigrated outside Hong Kong or fully retired.

- The number of updated **individual** membership is : 35 (from originally 42), and **corporate** : 64 (from originally 82)
- The total number of members is now **99 members** compared to originally 144.

8. Insight

8.1 Unique recognition by the Government on the Y-WE Model

The appointment of CDIA as a sole provider of youths' internship program of the Strive & Rise Alumni by the Hong Kong Government is a recognition to the work of CDIA, in particular its Y-WE model. This is a significant milestone for CDIA after a decade of devotion, efforts and goodwill of the CDIA team. CDIA will ride on this valuable opportunity to scale up its operation to benefit many more deprived youths in our community in the future.

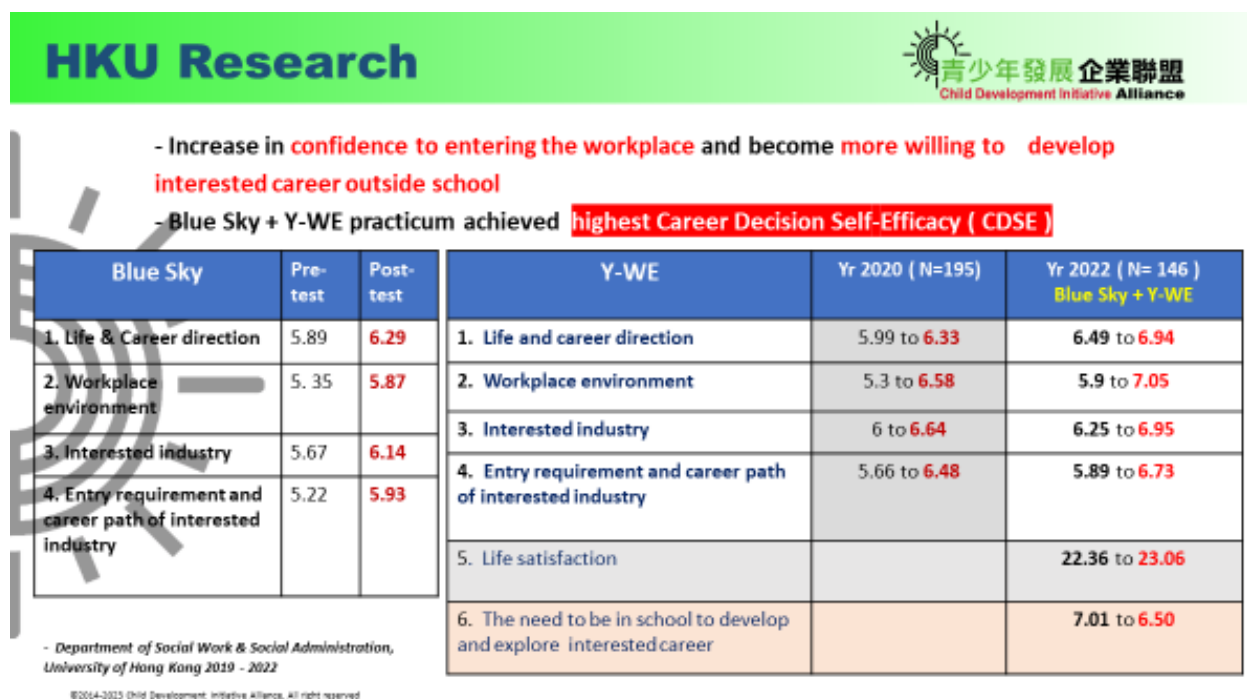
8.2 Y-WE Refinement is a Continuous Quality Improvement Process

With the establishment of the READY Academy, an internal review on the Y-WE revealed the need for further improvement and refinement to keep in pace of economic development. The youths should be much better prepared so they can gain optimum benefit from the valuable opportunity of the Y-WE industry practicum. Feedback and impact of the pre-Y-WE training model focussing on its key success

factors would be scrutinized. Curriculum development would be an on-going process under the umbrella of the READY Academy.

8.3 Expand the Research Perimeter of the Y-WE Model

Five years of continuous research collaboration with the Hong Kong University Department of Social Work and Social Administration (HKU) galvanized the validity of the CDSE impact of the Y-WE. A discussion with HKU is underway to explore enhanced future directions to expanded research perspectives and dimensions.



Please share the testimonies of our Beneficiary Youth

Positive Transformation



https://www.youtube.com/watch?v=uKUIWAX4Ffo&list=PLfdk7KIm8BILVT7VRv5DKi_2GVVneaUhu



Jessie

2017 Y-WE
Now 4th year HKU
Law and Social
Science double
degree



Chi Ying

2018 Y-WE
Nurse Assistant in
medical group



Ka Wing

Y-WE 2021
Studying in
International
Culinary institute



Ho Yi

2022 Y-WE
Applying for Officer
with Agricultural
Fisheries
Department