

20th Anniversary

二十週年紀念特刊

智樂 **playright**

Say yes to play!
Championing children's needs for two decades



Playright leads the way in the field of child play in Hong Kong, championing the play needs of all children and helping to build a community which “says yes to play”. A glance at some of our milestone achievements over the past two decades shows how carefully we have tailored advocacy, resources, outreach and environments to meet rapidly changing circumstances.

智樂一直在香港帶領兒童的遊戲發展、捍衛兒童的遊戲權利，並推動社區認同遊戲的價值。過去二十年來，我們悉心透過倡導、資源、外展及環境四方面的工作，達成各項重要成就，以配合迅速多變的社會環境。

Say yes to play!

Championing children's needs for two decades



PLAY UNLOCKS THE FULL POTENTIAL OF OUR CHILDREN.

遊戲是開啟兒童潛能的鑰匙。

Playright Children's Play Association

智樂兒童遊樂協會

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Freedom to play 自由玩



Freedom to play puts a big smile on their faces

自由參與的遊戲，令他們笑得最燦爛





PLAY. SHAPING OUR FUTURE. 遊戲。塑造未來。



What we believe

Playright is the voice of children where they are not fairly or fully represented.

Play unlocks the full potential of our children as individuals, empowering them to secure a better future.

信念

智樂代表兒童的聲音。

我們深信遊戲是開啟兒童潛能的鑰匙，亦是開創未來的動力。

About us 關於我們



Playright Children's Play Association (Playright), established in Hong Kong in 1987, is a non-profit making organization that seeks to enrich the life of every child through quality play.

We make a difference in the lives of children by encouraging them to play. We further seek to demonstrate to parents, teachers, policy makers and the public at large that quality play is vital if the full range of the child's developmental and other needs is to be successfully met.

Through action, research and publicity covering four related areas—Advocacy, Resources, Outreach and Environments—we are helping to unlock the full potential of children in Hong Kong and elsewhere in Asia.

Playright now serves more than 250,000 children and their families each year.

What we do today 工作

智樂兒童遊樂協會(智樂)成立於1987年，是一所非牟利社會服務機構，透過遊戲讓兒童擁有豐盛的生命。我們鼓勵兒童遊戲，並推動家長、老師、政策制訂者及大眾相信遊戲能照顧兒童成長中的各項關鍵需要。

我們透過「倡導」、「資源」、「外展」、「環境」四個領域的工作，讓香港及亞洲區的兒童開啟潛能，掌握未來。每年受惠的兒童及家庭逾二十五萬人。

Our values 我們的價值觀

賦予權利

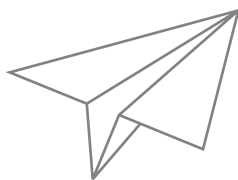
Empowering

充滿熱情

Passionate

培育扶持

Nurturing



Patron

Dr Rosanna Wong, DBE, JP

贊助人

王葛鳴博士

1994 – 2007

Honorary President

Anne Marden, BBS, JP

名譽會長

馬登夫人

1991 – 2007

Chairmen

Dr C B Chow, BBS

K F Ho

Cammy Wong

Damian Pinel

Amy Yip

Derek Lindsay

Anne Marden

主席

周鎮邦醫生

何錦輝

王桂梅

葉約德

馬登夫人

2002 – 2007

1998 – 2002

1996 – 1998

1994 – 1996

1992 – 1994

1991 – 1992

1987 – 1991

Guiding our growth
伴我們成長的人物



The right moment

適當的一刻



Back in 1987, when I and two friends had a conversation about the merits of play, little did we realize what the outcome would be. I feel that our ideas came at the right moment just when some people were beginning to understand more about the real needs of children—a process that is still continuing even today.

It was such a time of innovation when we started on designing and building a playground with a difference. A great deal of work, but finally, to the bursting of balloons, Lady Wilson, the wife of the then Governor of Hong Kong, opened the playground "Voyage to the Moon" in 1989. From that moment, we have advanced steadily, and I do think that, twenty years on, our advocacy and our demonstration work have succeeded in making a difference.

還記得1987年，我和兩位朋友一起討論遊戲的好處，當時並沒有想過結果會怎樣。我只是覺得，當人們開始更明白孩子的真正需要時（這是個今天仍在繼續的過程），我們這個想法正來得合時。

當我們開始設計及建造一個與別不同的遊樂場時，我覺得這真是一個很突破的做法。那涉及很多工作，但最後以「月球之旅」為主題的京士柏兒童遊樂場也終於在1989年建成，並由當時的港督夫人（衛奕信夫人）主持開幕。由那時開始，我們就開始穩步發展，我也很相信，20年之後，我們在倡導和建立示範的工作方面都會為社會帶來改變。



Anne Marden, BBS, JP
Honorary President
名譽會長
馬登夫人



Notable milestones

里程碑

1987-1991

Dealing with Hong Kong's severe shortage of inclusive playground space.

香港嚴重缺乏共融的遊樂場

Playright Children's Playground Association founded to help create more spaces where children could play in safety.

「智樂兒童遊樂場協會」成立，幫助創造更多讓小朋友安全地遊戲的空間

1987

Together with the Urban Council, Playright creates Hong Kong's first ever themed playground in leafy King's Park.

與前市政局合作建成首個有主題的兒童遊樂場 - 京士柏兒童遊樂場



1989

1992-1996

Introducing further play resources and raising community awareness of the value of play.

發展遊戲資源，讓更多人認識遊戲

1996

Housing Play Scheme promoted in partnership with a major property developer

與地產發展商共同推行「屋苑遊戲計劃」

1994

Hong Kong's first play reference library and play training service launched

全港首個遊戲參考圖書館及遊戲培訓服務開展

1993

Playright pioneers a hospital play service for Hong Kong

智樂首創醫院遊戲服務





1997-2001

Shaping creative ideas into comprehensive services

運用創意，發展多元化服務

1997

Hong Kong's first Play Resources Centre opens its doors

首創「遊戲資源中心」



Playright entrusted with a programme of regular inspection of all playground facilities under the Hong Kong Housing Authority

為香港房屋委員會轄下的所有遊樂場設施作定期檢查



1998

1999

More than 20,000 people flock to a two-day long Adventure Play Festival in Victoria Park

於維多利亞公園舉辦了為期兩天的「歷險遊樂日」，參加人數超過兩萬





The Government appoints Playright consultant to Hong Kong Central Library's toy library. We subsequently win the tender to manage and operate the toy library's services

Hospital Play Development Scheme comes into operation

承辦香港中央圖書館玩具圖書館顧問及其後的管理及營運服務
推行醫院遊戲發展計劃

2001

2000

School based Play Projects

PlayStreet 2000 — Playright's first high profile event in Central for children and families

推行「校園遊樂服務」

在中環舉辦「玩玩遊戲街2000」，這是智樂首個在鬧市舉辦的大型親子活動





Our new name—Playright Children's Play Association—points to our widening scope

We run the exciting Eagle Star Playright Adventure Play Park in Ma On Shan Park

我們由「智樂兒童遊樂場協會」正式改名為 智樂兒童遊樂協會，新名稱更能反映我們不斷擴展的服務範圍

於馬鞍山公園創建「鷹星智樂創意樂園」



Discussions begin on the scope and value of a Children's Commission for Hong Kong

開始討論在香港設立兒童事務委員會的需要及職能



Launch of innovative scheme—Small Space, Unlimited Dreams— involving students in the design and management of play places in their schools

Playright's Playmobile service launched to bring play opportunities to Hong Kong children everywhere

開展「小空間・愛夢想」校園遊樂空間計劃，讓小學生也可設計和管理校園的遊樂設施

推行「創意遊樂車」服務，讓每個角落也不乏遊戲。

2002

2003

2004



I-kidz Playland starts up in Tuen Mun Town Plaza

在屯門市廣場開設「i-kidz遊戲平台」

2005

Successful rebranding exercise; service scope adjusted to meet new and anticipated community needs

重建品牌及服務方向，迎合社區的新需求

2006

2007

Partnership with The Hong Kong Polytechnic University to organize 17th International Play Association World Conference in 2008

與香港理工大學合作籌備於2008年舉辦的「第17屆國際遊樂協會世界會議」

play in a
changing
world

第十七届国际游乐协会世界会议2008
17th International Play Association World Conference 2008

2002-2007

Spreading play opportunities throughout the community
把遊戲帶到社區



Four lane highway to the future

向未來進發的四線公路

Playright's recent rebranding calls on us to adopt a fourfold approach to quality play, based on advocacy, resources, outreach and environments. We know that we must address all four elements in order to secure a fruitful childhood for every child in Hong Kong.

This is our chosen four lane highway to the future. It has been built on the firm foundations we have laid during the past two decades.

去年前的品牌形象更新推動我們在以下四個領域上繼續推廣優質遊戲，這四個領域包括「倡導」、「資源」、「外展」和「環境」。我們相信，要讓香港每名兒童都擁有豐盛的童年，這四個領域的工作不可或缺。

這是我們選擇向未來進發的四線公路，它建基於我們過去二十年來的穩健基礎。





Early dreams

夢想初見

1987-1991

Playright's earliest charitable activities focused very practically on Hong Kong's lack of inclusive playgrounds. Yet Anne Marden and her teams had wider sympathies. They were already speaking out passionately on behalf of children and their right to play. In a city which was less than friendly to children, their desire to reshape and improve environments was blended with insistent advocacy.

智樂早期的服務主要針對香港缺乏共融的遊樂場這情況，然而，馬登夫人和一群熱心人士也同時看到兒童在遊樂場以外的需要，並代表兒童表達他們應有的遊戲權利。事實上，在這個以成年人為主導的社會，兒童的需要常被忽略，智樂希望重塑和改善環境，同時也堅持透過倡導工作，提倡兒童的遊戲權利。





Fresh concepts

嶄新構思

1992-1996



Four lane highway to the future 向未來進發的四線公路

This passion for advocacy took a fresh and appealing turn when we successfully argued for the start of a hospital play service, which would bring healing and consolation to a special group of children whose hospitalization might otherwise deprive them of their right to play. At the same time, we strengthened the knowledge and practice resources available to parents, voluntary workers and play professionals by opening the community's first play reference library and running its first play training service.

Playright now started to partner actively with the private sector. Among our first outreach projects was the residential play service started by Playright and Sun Hung Kai Properties Group. This provided quality play equipment for families living in East Point City, including a parent-child play room and a toy library for residents.

成功爭取成立醫院遊戲服務，讓一班可能因住院而失去遊戲權利的兒童得到醫治和安慰，藉此倡導遊戲的重要。同時，為了增加家長、義工及專業人士對遊戲的認識和實踐，我們開始首建遊戲資源和首創遊戲培訓服務。

開始積極跟商界合作，首個外展項目是與新鴻基地產共同推行「屋苑遊戲計劃」，在東港城創建親子遊戲室及玩具圖書館以供住客享用，把優質的遊樂設施推廣至家庭。



Broadening the field

擴闊視野

1997-2001



Over the next five years, we were quick to seize new opportunities. To further underpin our advocacy role, we undertook research into play, publishing our *Children's Play* series of books, which gained a wide following. On the resources front, we set up a Play Resources Centre where parents could borrow toys and reference material, thus helping to advance the concept of family play.

We further extended our outreach, showing the public at large that every child has the right to enjoy quality play by means of popular large-scale community centered activities, such as Adventure Play Festival and PlayStreet. We also ran a School-based Play Project to show how study could be blended with play in primary schools.

Our concern for quality play environments grew, and we arranged for qualified inspectors to provide regular safety inspection services for playground facilities in private residential estates and those managed by the Hong Kong Housing Authority.

這五年內，我們迅速抓緊機會。為加強倡導方面的工作，我們就遊戲開展研究工作，撰寫有關遊戲的書籍——「兒童遊戲系列」，其後市面上有關這類型的遊戲書籍才相繼推出。至於資源方面，我們成立社區內第一所「遊戲資源中心」，讓家長借用玩具及參考資料，藉以推廣家庭遊戲概念。

我們進一步擴展外展服務，透過大型的社區活動向公眾展示每個兒童都可享受優質遊戲的權利，例如「歷險遊樂日」和「遊戲街」。我們也推行「校園遊樂服務」，在小學裏展示遊戲和學習共存的文化。

為進一步發展優質的遊樂環境，我們安排合資格的遊樂場安全檢查員，為香港房屋委員會轄下的遊樂場及私人屋苑的遊樂場設施作定期檢查。



Looking ahead

展望未來

2002-2007

Today, Playright's teams are even more firmly committed to strengthening each area of our commitment to play in Hong Kong.

Recent advocacy efforts include work towards the setting up of a Children's Commission for Hong Kong. This challenging project is giving Playright an even deeper understanding of many serious issues that are already affecting our children. It is also bringing us into closer partnership with other NGOs, grassroots organizations and legislators, and informing our approach to the authorities.

Our community's public library service has gained valuable new resources because we were appointed consultant to Hong Kong Central Library's toy library and now manage and operate the toy library service.

Our outreach activities have stirred up even greater attention and patronage. We replaced our roving 5.5-ton truck with an attractive Playmobile; set up a play park in Ma On Shan Park, and established an interactive play space called i-kidz Playland in a shopping mall.

Our school-based play space project, "Small Space, Unlimited Dreams", continues to break really new ground because it so successfully responds to the youngsters' own ideas for designing play environments in their schools. They particularly enjoy the autonomy we give them to manage their own play equipment.

今天，我們更堅決地在各方面加強在香港發展遊戲。

最近在倡導方面的工作包括支持香港成立兒童事務委員會。這項富挑戰性的工作讓我們更明白正在嚴重影響著兒童的問題，而且讓我們更緊密地與其他非牟利團體、代表草根階層的機構和立法會議員溝通，並且更有效地將我們的意見反映給有關當局。

承辦香港中央圖書館玩具圖書館顧問及其後的管理及營運服務，為公共圖書館引入寶貴的新資源。

我們推行的外展服務吸引了更多人的關注及贊助。得到贊助商支持，我們將5.5噸貨車改裝成更吸引的遊樂車、在馬鞍山公園創建「創意樂園」、在商場平台開設互動遊戲空間——「i-kidz遊戲平台」等。

「小空間・愛夢想」校園遊樂空間計劃是個突破的嘗試，它讓學生親自設計校園遊樂環境，他們都很享受管理遊樂設施的自主。

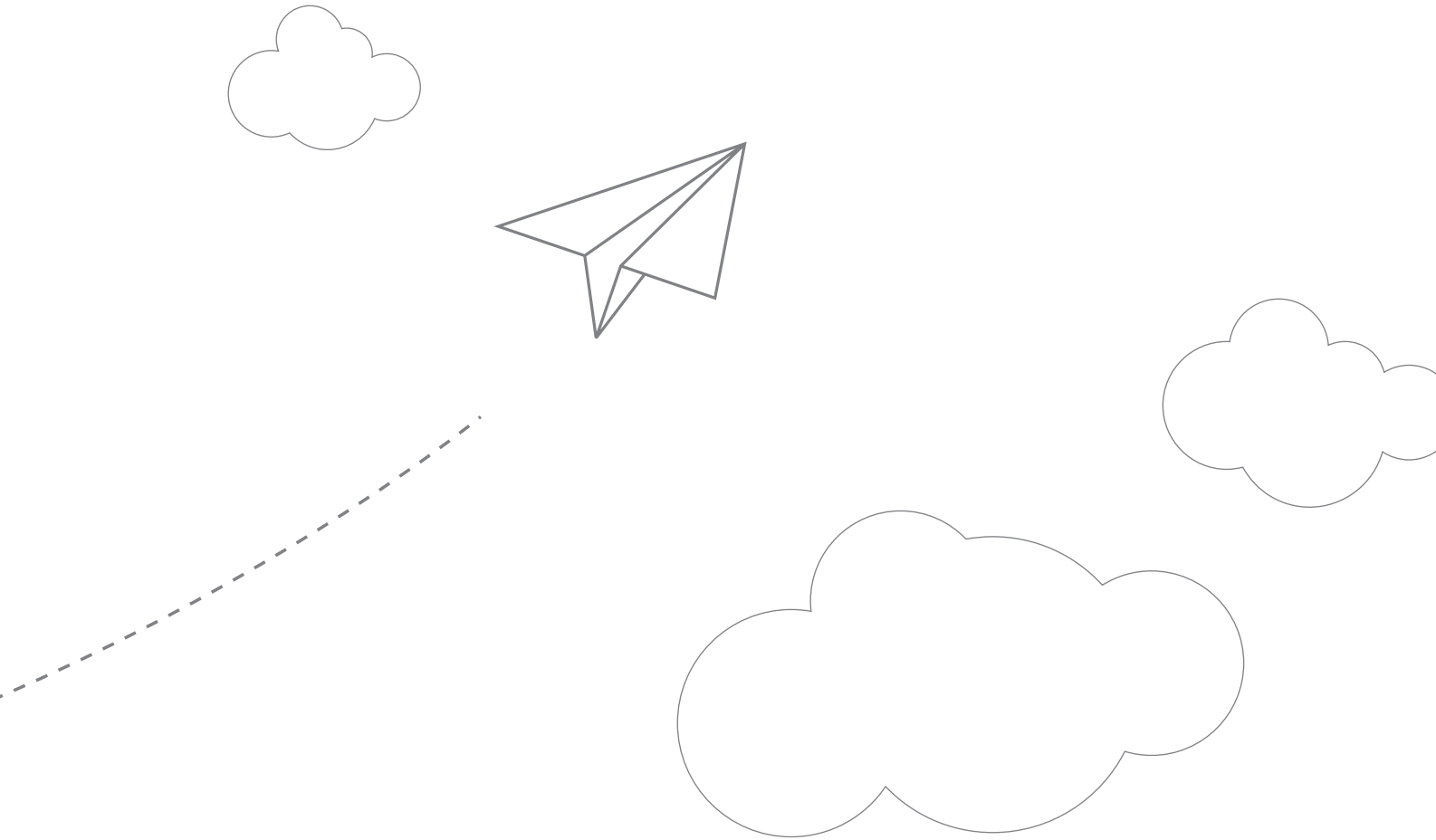


Children's dreams mesh with our vision 小朋友與我們的夢想

Twenty years ago, play was very low on most people's agendas. Today, play is a much more pervasive community issue, and children themselves are speaking out for more play and for policy change.

In large measure, that's because we at Playright have worked hard to help people in all sectors appreciate the value of play.

Our vision is of a time when everyone acknowledges that play unlocks children's full potential and is crucially important to child development. And of a time when everyone in our society plans and acts accordingly.



20多年前，香港還沒有太多人關注遊戲。今天，遊戲愈來愈得到社會重視，兒童可以表達自己對遊戲的需要，甚至影響政策制訂。

很大程度上，這是因為我們過去的努力，積極推動社會各階層認同遊戲的價值。

希望有一天，人人都能明白遊戲能開啟兒童潛能、照顧兒童成長中的各項關鍵需要，社會上人人都會就此作出計劃和行動。



Advocacy 倡導

Championing every child's right to play
捍衛兒童的遊戲權利



Vision 夢想

- Full recognition by all of the value of play
- Government and community recognition of the child's right to play
- Free and wide exchange of play knowledge
- 更多人認同遊戲的價值
- 政府及社區認同兒童的遊戲權利
- 遊戲知識廣泛和自由地交流

遊戲和
學習是
每個兒
童的權利

Actions 行動

- Become a powerful chosen voice for children and respond vigorously to their play and developmental needs
- Speed up the exchange of play knowledge among different sectors through international symposiums, seminars and workshops
- Take an active role in research and study related to play, promulgating findings widely to arouse public interest and concern
- 代表兒童發表有力的聲音，積極回應兒童在遊戲和成長上的需求
- 以國際會議、講座及工作坊為平台，促進各地的遊戲知識交流
- 積極進行有關遊戲的研究及調查，廣泛發表數據以引起大眾關注



Resources 資源



Expert tools for all round growth
讓兒童全面成長的專業支援

Vision 夢想

- An abundance of play resources
- Widespread knowledge of play
- A passion for play among adults
- 建立更豐富的遊戲資源
- 把遊戲的知識廣泛推廣
- 喚起成年人的遊戲心



Actions 行動

- Develop a brand new play resources centre and provide quality play spaces
- Provide printed and new media play concepts and guidelines for the reference of parents and professionals
- Organize play training workshops in Hong Kong, Macau and Mainland China
- 發展全新的遊戲資源中心，提供優質的遊樂空間
- 出版書籍、指南等，供家長及專業人士參考
- 在香港、澳門、內地舉辦遊戲培訓工作坊



Outreach 外展

Unfolding the whole world of play
全面展開遊戲的世界



Vision 夢想

- Wherever there are children, there must be play
- All hospitalized children and children marginalized by poverty and other circumstances must enjoy play opportunities
- 那裏有孩子，那裏就有遊戲
- 所有患病、貧困的孩子，甚至在任何情況下，都可享有遊戲機會



Actions 行動

- Provide hospital play in more public hospitals
- Use the Playmobile to penetrate every community in Hong Kong where there are insufficient play opportunities
- Organize large-scale play days to show everyone the power of the play
- 把醫院遊戲推廣至更多公立醫院
- 讓遊樂車作為一個流動遊戲平台，把遊戲帶到每個缺乏遊戲機會的角落
- 舉辦大型的遊樂日活動，展示遊戲的力量



Environments 環境



Safe sites for creative children
給富創意的孩子安全的遊樂環境

Vision 夢想

- All children playing happily in safety
- A community suffused with creative and fun places to play
- 所有孩子玩得開心又安全
- 社區充滿富創意及好玩的遊樂地方



Actions 行動

- Ensure all play areas and playgrounds are designed, built and managed to accredited safety and quality standards
- Design more and more quality play environments for schools, non-profit making organizations, Government departments and companies
- 確保所有遊樂場和遊樂環境都根據認可的安全標準而設計及興建
- 為學校、志願團體、政府部門、機構/商業機構等設計更多優質的遊樂環境



We have always been quick to sense children's play needs and provide innovative solutions.

With your support, whether financial or volunteering, we can keep these solutions coming.

Please do take a moment to think how you (and your organization) might be able to help us.

If you wish to donate or volunteer, please photocopy and fill out p. 38 or p. 39, returning the completed page by mail, fax or email. We also welcome your telephone enquiries.

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We would be delighted to explore any opportunities for cooperation with you. Together, we can transform the lives of the children we serve.

一直以來，我們很早就察覺到孩子的遊戲需要，並且以創新的行動回應。

有你支持，不論出錢或出力，我們才能繼續回應孩子所需。

請花點時間，想想你(或你的機構)如何出一分力。

如想捐款或成為我們的義工，請影印第38及39頁，填妥後透過郵寄、傳真或電郵交回。另外，也歡迎你以電話向我們查詢。

智樂兒童遊樂協會

香港柴灣樂民道3號F座18樓A室

電話：+852 2898 2922

傳真：+852 2898 4539

電郵：info@playright.org.hk

我們很樂意與你探討任何合作空間，攜手改變孩子的生命。



Support Playright

Individuals

- ☐ I wish to make a donation of \$ _____ to Playright.
Please send a crossed cheque made payable to “Playright Children’s Play Association” to
Playright, 18A, Block F, 3 Lok Man Road
Chai Wan, Hong Kong
Donations of HK\$100 or above are tax deductible.

- ☐ I wish to become a volunteer. This could involve:
- taking part in play activities
 - contributing specific skills, e.g. taking photographs and making videos, translation

Please specify your particular interest/skill:

Personal Details*

Name: _____

Tel: _____

Address: _____

Email: _____

- ☐ Please send me a receipt

**Playright will not disclose your personal details to any third party.
They are collected and used within Playright strictly in accordance
with the Personal Data (Privacy) Ordinance.*

Companies / Organizations

- ☐ We wish to make a corporate donation of \$ _____ to Playright.
Please send a crossed cheque made payable to
“Playright Children’s Play Association” OR Credit HSBC Account no. 559-051347-001
(Please send the cheque or the original bank receipt with this slip to Playright, 18A, Block F, 3 Lok Man Road, Chai Wan, Hong Kong.)
Donations of HK\$100 or above are tax deductible.

- ☐ We wish to make an in-kind donation, e.g. toys, books, stationery, computers, insurance, etc.

Please specify suggested items _____

Your company’s / organization’s social responsibility, generosity and support will be acknowledged in the following ways:

- A mention in our newsletter – *Playnews* –, our annual report and on our Website
- A receipt for the donation allowing your company / organization to claim a deduction for tax purposes

- ☐ We would like to consider recruiting staff members as Playright volunteers.

Name of company / organization: _____

Contact person: _____ Phone no: _____

Email address: _____ Fax no: _____

Address: _____

Please contact us for any further information or to discuss opportunities for cooperation.

Tel: +852 2898 2922

Fax: +852 2898 4539

Email: info@playright.org.hk



支持智樂

個人

- ☐ 我樂意捐款港幣 _____ 元支持智樂
請將抬頭「智樂兒童遊樂協會」的劃線支票郵寄至
香港柴灣樂民道3號F座18樓A室

捐款港幣一百元或以上，可申請免稅

- ☐ 我樂意成為義工。義工服務可包括：
- 參與遊戲活動
 - 貢獻個別專長，如攝影及錄像、翻譯等。

請註明你的興趣 / 專長：

個人資料*

姓名：_____

電話：_____

地址：_____

電郵：_____

- ☐ 請寄回收據給我

*閣下自願提供的個人資料，智樂會根據個人資料(私隱)條例處理，
絕對保密

公司／機構

- ☐ 我們樂意捐款港幣 _____ 元支持智樂
請以抬頭「智樂兒童遊樂協會」填寫劃線支票 或
直接存款到匯豐銀行戶口 559-051347-001
(請將支票或入數紙正本連同此回條寄回香港柴灣樂民道3號F座18樓A室智樂兒童遊樂協會)

捐款港幣一百元或以上，可申請免稅

- ☐ 我們樂意捐助物品，如玩具、圖書、文具、電腦、保險等。請註明擬捐助物品：_____

貴公司／機構對我們的鼎力支持將於下列地方得到鳴謝：

- 智樂的《遊樂通訊》、年報及網站
- 捐款收據以供 貴公司 / 機構作扣稅之用

- ☐ 我們樂意招募職員成為智樂義工

公司/機構名稱：_____

聯絡人：_____ 電話：_____

電郵：_____ 傳真：_____

地址：_____

如有任何查詢或希望進一步討論合作空間，請與我們聯絡。

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