

疫後復常 齊來擁抱兒童遊戲

Recover to Play, Play to Recover.



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智樂兒童遊樂協會(智樂)成立於1987年，是一所慈善團體，三十多年來肩負起推動兒童遊戲的使命，只因我們

## 「看重孩子・看得起遊戲」

Playright Children's Play Association (Playright) established in Hong Kong in 1987, is a charity which carries out the mission of promoting children's play for over 30 years as we

“Value Children・Value Play”



## 願景

### VISION

建立一個尊重、保護、實踐兒童遊戲權利的社會，讓小朋友樂享童年。

To build a society that respects, protects and fulfills a Child's Right to Play, where children can enjoy their childhood.

## 使命

### MISSION

倡導遊戲的價值，尋求社會各界承諾在政策、籌劃及供應層面，回應每一位兒童的遊戲需要。

To advocate the value of play and seek societal commitment to meet the play needs of every child at policy, planning and provision level.



# 年內影響力

## IMPACT MADE DURING THIS YEAR

遊戲服務受惠人次  
Beneficiaries of  
Play Service



162,545

能力建構受惠人次  
Beneficiaries of  
Capacity Building



8,287

引領增加的  
遊樂空間面積  
Leading to an Increase  
in Play Space



合作夥伴  
Collaborative Partnerships



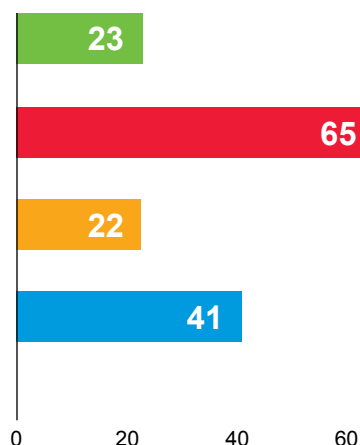
政府  
Government

學校  
School

社福組織  
NGO

專業團體及  
大專院校

Professional Body &  
Tertiary Institution



年內總受惠人次  
Total number of beneficiaries throughout the year

170,832

## 工作領域 OUR APPROACH

### 外展 PLAY OUTREACH



在兒童成長的環境中，包括學校、家庭、醫院及社區，創造遊戲機會。

We create play opportunities in many different settings, including schools, families, hospitals and communities.

醫院遊戲服務  
Hospital Play Service

遊樂車3系  
PlayMobile S3

遊戲在圖書館  
Play in Library

遊戲在校園  
Play in School

二份一遊樂場  
1/2 Playground

為有需要的兒童  
提供服務

Services for  
needy children

社區遊戲計劃  
Play in Community  
Project

遊戲萬象館  
PlayScope

## 環境 PLAY ENVIRONMENT



提供遊樂環境顧問服務以支援共融遊樂空間的發展，力求達到安全、通達及多元遊戲體驗的準則。

**We provide consultancy services to support the development of inclusive play spaces that are safe, accessible and offer a variety of play experiences for All.**

遊樂空間設計及檢閱

Play Space Design & Review

遊戲安全評估及遊樂場安全檢查

Play Safety Assessment & Playground Safety Inspection

社區 / 兒童參與

Community / Child Participation

## 資源 PLAY RESOURCES



提供遊戲培訓、意念及知識，令遊戲無處不在。

**We provide the tools, training and ideas that can make play an integral part of life everywhere and at any time.**

以安妮馬登智樂學院作資源平台，涉獵的遊戲專業範疇包括遊戲在校園、遊戲在社區、好玩爸媽、醫院遊戲、遊樂環境等

Utilize Anne Marden Playright Academy as the resources platform for play professionals ranging from Play in School, Play in Community, Playful Parent, Hospital Play to Play Environment.

## 倡導 ADVOCACY



提高社會對遊戲的重視及其價值的認同。

**We raise public concern about play and heighten recognition of its special values.**

為兒童發聲

Speaking up for children

發展與研究

Development and research

# 主席的分享

## SHARING FROM THE CHAIRPERSON

馬慧敏女士

Ms Anita Ma Wai-man



### 遊戲 —— 疫後重塑兒童身心健康的重要途徑

**Play: The vital pathway to restoring children's mental and physical health in the post-COVID era**

新冠疫情對兒童的身心健康造成極大衝擊，而遊戲是支持小朋友回復健康及融入正常生活的有力工具。兒童每日都需要遊戲，以培養歸屬感，而這對住院的患病兒童尤為重要。在2023年2月，智樂首次舉辦有關醫院遊戲的大型研討會——由香港賽馬會慈善信託基金贊助的PLAY For Child Health Seminar。這次前所未見的活動聚集了來自多個國家或地區的專家、從業員（16個醫科學會／團體）及持份者，一起分享有關醫院遊戲的知識及最佳實踐方法，並由來自美國的Association of Child Life Professionals的President及Chief Executive Officer擔當主講嘉賓，她們對智樂的領導力、以及在倡議及推行醫院遊戲所作出的努力予以肯定。

The pandemic has taken a toll on children's overall well-being, and play serves as a powerful tool to support their recovery and reintegration into a sense of normalcy. For children to feel that they belong, they need everyday opportunities to be able to play. This is particularly important for children in hospital. In February 2023, Playright successfully organized the first-ever Play for Child Health Seminar funded by the Hong Kong Jockey Club Charities Trust. This groundbreaking event brought together experts from across the globe, practitioners (16 medical professional associations/organizations), and stakeholders to share knowledge and best practices in hospital play. The President as well as the Chief Executive Officer of Association of Child Life Professionals joined us as a keynote speaker from the United States of America, and highly endorsed Playright's leadership and efforts in advocating and implementing hospital play.

## 揭開新一頁：歡迎新任總幹事 珍惜資深領導留下的經驗智慧

### Turning the page: Welcoming our new Executive Director and celebrating the legacy of our veteran leader

智樂前總幹事王見好女士今年榮休，我們為著她過去卓越的領導力和深遠的影響致以衷心的謝意，並對她的離任感到依依不捨。我們歡迎新任總幹事王楚怡博士，並深信擁有學前兒童發展博士資歷的王博士，將帶領智樂邁入新里程。王博士以兒童發展方面的專業知識，加上對倡議遊戲的熱誠，對機構的發展帶來了嶄新角度及創新洞見，令機構得以繼續強化其影響力。在兩位領袖的引領下，「二份一遊樂場」才得以確定在紅磡出現，並將為兒童創造一個充滿活力朝氣、刺激又安全的自由遊戲空間。

With deep gratitude for her remarkable leadership and profound impact, we express both appreciation for our retiring Executive Director, Ms Kathy Wong Kin-ho and a touch of sadness as we bid her farewell. We welcomed a new Executive Director, Dr Alice Wong Cho-yee, PhD in Early childhood development, to lead Playright into a new era. With her expertise in child development and deep commitment to play advocacy, our new leader has brought fresh perspectives and innovative ideas to further strengthen our organization's impact. These two leaders have been instrumental in the lead-up work to the long-awaited permanent 1/2 playground at Hung Hom. This playground will stand as a vibrant hub for children, providing them with a safe and stimulating environment to engage in unstructured play.

## 為團隊喝采：智樂每位成員竭盡全力 推動香港成為「好玩城市」

### Celebrating the Playright Team: Passionate advocates for “Building Hong Kong into a Playful City for All”

我經常對執行委員會成員、工作委員會成員、以及智樂所有員工心懷感激，因為各人為推動智樂的使命而努力不懈。由將好玩社區擴展至12個地區、為兒童設計新穎的遊樂空間／遊樂場、透過安妮馬登智樂學院為家長發展及推行與遊戲相關的培訓活動及工作坊，以至與學校、中央圖書館合作示範遊戲價值等工作，均展現智樂同人為著實踐富意義的目標，無時無刻竭盡全力。

I am always grateful to my executive committee, subcommittee members, and all Playright staff for their commitment to our mission. From expansion of play in community to 12 districts, designing new play spaces/playgrounds with children, developing and conducting play-related professional training and workshops for parents via the Anne Marden Playright Academy, to demonstrating the value of play through working with schools and the Central library. They have dedicated their heart to this meaningful cause.



# 總幹事報告

## REPORT FROM THE EXECUTIVE DIRECTOR

王楚怡博士

Dr Alice Wong Cho-yee



### 疫情下更顯強大

### Emerging stronger from the pandemic

在疫情大流行期間，兒童遊戲機會被大大限制和減少，令人十分擔憂。很明顯地，遊戲減少對於兒童的健康、發展及精神健康帶來負面影響，而影響程度仍有待研究，但疫情已讓我們窺見兒童無法遊戲時的情況。在疫情過後，我欣然發現公眾的意識提升，認定遊戲是兒童首要的幸福來源，期望將遊戲帶回兒童的生活中。其實，智樂團隊也渴望重啟恆常的實體活動及項目，並為收到為兒童提供遊戲的邀請而感到鼓舞。我謹在此向您表達謝意，感謝您在艱難時期給予我們的支持。面對將來，我相信我們會朝氣勃勃、重新出發。

智樂堅持推動「將香港建成好玩城市」的使命，讓兒童的遊戲權利備受重視，並且在生活中的各個環節得到實踐——在家中、在校內、在圖書館、在醫院以及遊樂場，以及進一步延伸至政策及規劃層面。我們在醫院遊戲方面已取得重大進展。在2023年2月舉行的智樂的PLAY for Child Health研討會中，19間醫科學會／團體、病人組織與智樂攜手展現遊戲在兒科病人的抗病歷程扮演了重要的角色；在研討會後，醫護人員對於在本港公立醫院提供更多醫院遊戲服務，紛紛表示支持及準備就緒。與此同時，我們聚焦於長遠目標——在每間設有兒科部的公立醫院內，將醫院遊戲納入恆常服務中。

智樂相信座右銘：「兒童在那裏成長，便應在那裏遊戲。」為了達到此目標，我們賦權教師、社工及社區伙伴在其社區內孕育及領導社區遊戲空間。年內，由非政府機構、學校組成的好玩聯盟持續擴展，成員包括50間幼稚園及特殊兒童中心、15間非政府組織，為更多兒童安排遊戲。我們也著力確保為較難接觸遊戲及擁有較少資源的兒童及家庭，提供遊戲機會，因此，智樂遊樂車3系進駐遊戲需求高的地區，包括葵涌區、深水埗區及九龍城區的公共屋邨及其他公共空間；同時，遊樂車也前往不同屋苑居所，透過遊戲為兒童帶來歡樂。



為了創造優質遊戲機會，政策及規劃是長遠改善兒童及家庭權益的基石。智樂不僅透過在本地提供不同服務來作遊戲倡導，也透過公眾教育達到目的。智樂為有力影響及推動兒童遊戲的人士提供培訓機會，包括設計師、遊樂場安全檢測員、醫護人員、社會工作者、教師，以及家長等。此外，在2022年新任行政長官施政報告的公眾諮詢階段，智樂提交有關兒童遊戲的建議；就著立法會議員林琳所提出的「全面完善本港兒童遊樂設施」的議案，我們也提供了有關遊樂空間發展的意見及研究資料，而該議案在2022年6月在立法會獲得通過。

The pandemic was a worrisome period in time when children's play opportunities were greatly constrained and diminished. The disruption to children's health, development, and mental well-being was evident and the effects are still being studied. The pandemic has given us a glimpse into what happens when children cannot play. Emerging from the pandemic, I am pleased to see an increased awareness and eagerness to bring play back to the forefront of children's well-being. The Playright team was eager to resume regular in-person activities and events. We were also encouraged to receive new invitations to bring play to more children in more places. I would like to express my sincere thank you for YOUR support through the tough times. Looking forward, I believe that we will emerge stronger.

Playright is steadfast in our mission to build "Hong Kong as a Playful City": A city where children's right to play is valued and visible in family life, in schools, libraries, hospitals, and playgrounds, as well as at the policy and planning level. We have made tremendous progress this year in our Hospital Play work. In February, at Playright's "PLAY for Child Health" seminar, 19 medical professional associations and patient-support groups joined forces with Playright to demonstrate the essential role of play as an integral part of the paediatric patient pathway. Subsequently, Playright responded to a wave of willingness and readiness by hospital staff to develop more hospital play services in Hong Kong's public hospitals, while keeping in focus our long-term vision that one day, hospital play services will receive government adoption in every hospital with a paediatric department in Hong Kong.

Playright believes in the motto, "Wherever children grow, they should be able to play." We achieve this through empowering teachers, social workers, and other community partners to sprout and lead their own community playgrounds. This year, our Playful Alliance of NGOs and Schools has grown to 50 kindergartens and special child care centres and 15 NGOs, extending play to more children. We were also intentional to ensure that play opportunities were available to hard-to-reach children and families, and those who had less resources. Playright's PlayMobile S3 travelled to public housing estates and other public open spaces in the high-needs districts of Kwai Tsing, Sham Shui Po and Kowloon City district. Our PlayMobile S3 truck also visited children in residential homes and brought joy through play.

Policy and planning for better play opportunities is the bedrock to long-term social improvement for children and families. Playright's advocacy took the form of making visible the value of play through our services around Hong Kong. It also took the form of public education. Playright trained play designers, playground safety inspectors, hospital staff, social welfare workers and teachers, and parents who have the power to influence change and advocate for children's play. Lastly, Playright submitted recommendations to the new Chief Executive's Policy Address 2022 during the public consultation. Moreover, with a view to supporting the motion "Comprehensive improvement of Hong Kong's play equipment for children" proposed by Legislative Councilor Hon Nixie Lam, we also provided viewpoints and research on play space development. The motion was passed by the Legislative Council in June 2022.

## 機構管治

### Corporate governance

執行委員會（執委會）在由主席領導的繼任安排工作小組的支持下，完成一項公平、透明及歷時一年的招聘程序，為總幹事崗位尋找繼任人選。感謝相關人士確保選拔程序嚴謹、為智樂成功而付出努力。作為智樂的新任總幹事，我謹以謙卑的態度擁抱這個機會和接受這個重大責任，致力為我們所愛的香港帶來明顯的改變。

執委會參考機構良好管治架構，不斷監察機構管治的健康及執行水平。年內，執委會的架構維持大致不變，以確保行政領導人員的順利過渡。此外，我們透過早前制訂的政策風險管控及績效指標，以監察組織的風險及合規程度。我們也積極安排各類工作坊，讓執委會成員及管理層成員參與，包括由香港社會服務聯會舉辦的加強管治健康工作坊、The GAME for Good Ltd 舉辦的工作坊，以及有關組織文化的設計思維工作坊等。

The Executive Committee (EXCO), with the support of the Succession Plan Task Force led by the Chairperson, completed a fair and transparent year-long recruitment process to find a suitable candidate for the role of the Executive Director. A special note of acknowledgement for ensuring a robust selection process and their commitment to the success of Playright. As the new Executive Director of Playright, I am humbled to accept this huge opportunity and responsibility to make a tangible difference to our beloved Hong Kong.

Guided by the NGO Governance Health Framework, the EXCO at Playright continuously monitors board governance health and good practices. This year, the board structure remained mostly unchanged to ensure the smooth transition of executive leadership. Organizational risk and compliance were closely monitored through our policy risk register and key performance indicators previously developed. Board development workshops, such as Governance Health Enhancement (HKCSS), GAME for Good Ltd. and a design-thinking workshop about organizational culture, were also attended by members of EXCO and the management team.

## 財政及管理

### Finance and management

智樂的財政穩定，收入來源多元化，並有合宜的儲備水平，足以抵禦出乎意料的衝擊。我們對於長期及新的贊助者均表示謝意，與我們共同承擔為全港兒童推廣遊戲的使命。在此，我們由衷感謝香港公益金、利銘澤黃瑤璧慈善基金、恒隆地產、滙豐銀行慈善基金、香港交易所慈善基金、香港賽馬會慈善信託基金、何猷龍先生及夫人、勵志慈善基金、信和集團及太古集團慈善信託基金。

我們也謹以感恩的心，歡迎新的贊助者，包括嘉道理慈善基金會及野村國際（香港）有限公司，感謝認同我們為全港兒童推廣遊戲的願景，並為此慷慨捐獻。我們也萬分感謝各位義工、家長、學校、小型企業，以及其他支持者，為智樂的持續發展而參與籌款。

此外，智樂的高級領導層及管理層維持穩定。在疫情期間基層員工的流失已大幅降低，而幾乎所有職位空缺已有合適人選。員工得以保持穩定是由於招聘及履新程序持續改善，以及我們集中於員工福利以吸引和挽留人才。

Playright is financially stable, securing diverse income sources and appropriate reserve levels to weather unexpected storms. We are grateful to our long-term and new funding partners who share our vision to promote play for all children in Hong Kong. Our heartfelt thanks and appreciation to the Community Chest of Hong Kong, Drs Richard Charles and Esther Yewpick Lee Charitable Foundation, Hang Lung Properties Limited, Hong Kong Bank Foundation, HKEX Foundation, the Hong Kong Jockey Club Charities Trust, Mr and Mrs Lawrence Ho, Lichi Charitable Foundation, Sino Group and Swire Group Charitable Trust.

We are thrilled to welcome new friends in the Kadoorie Charitable Foundation and Nomura International (Hong Kong) Limited, who gave generously towards our vision to promote play for all children in Hong Kong. A million billion thanks to the volunteers, parents, schools, small businesses, and supporters raised funds for Playright's sustainable development.

Also, Playright's senior leadership and management remains stable. The higher turnover of junior employees experienced during the pandemic has greatly reduced and nearly all open positions have been filled. The refinement of our recruitment and onboarding processes has contributed to this steadiness, as has our focus on employee well-being to attract and retain good employees.



## 未來發展

### Future development

安妮馬登夫人於1987年成立智樂，成為共同創辦人及名譽會長。令人惋惜的是，馬登夫人於2022年5月安詳離世，享年96歲。馬登夫人是我們的啟迪者，她奠定了智樂對兒童遊戲的願景，我們對此永遠感恩。在未來一年，智樂將會實現馬登夫人的夢想——在香港建設一個永久的冒險遊樂場。智樂謹在此自豪地宣佈，將與發展局及海濱事務委員會攜手合作，在九龍城區建設香港首個兼唯一一個冒險遊樂場。

這個「智樂二份一樂場」旨在展示兒童帶頭建設個人遊樂場的概念。小朋友每一次造訪，即可以與其他小朋友一起重新設計及創造嶄新的遊戲體驗。「智樂二份一樂場」將會大大擴闊香港遊戲空間的可能性，更讓兒童探索充滿冒險、挑戰以及前所未有的遊戲體驗。我們預計「智樂二份一遊樂場」將會於2025年開始運作。由現時開始，智樂將會尋找贊助及資金，以在面積達2,200平方米的土地上建設遊戲空間。我們誠邀您參與其中，一同為實現香港首個冒險遊樂場而努力。

最後，我謹在此向智樂執委會成員，以及智樂整個團隊，致以衷心的謝意；您們熱愛小朋友及這個城市，並期盼屬於每一個人的美好將來。在眾人朝氣勃勃的能量下，讓我們攜手同心，每一天帶來一點改變，為著建設一個兒童友善的好玩城市而努力。

Playright was established in 1987 by Mrs Anne Marden, co-founder and honorary president of Playright. She passed away peacefully at the age of 96 in May 2022. Mrs Marden was our inspiration and Playright will forever be grateful to her vision for children and play in Hong Kong. In this coming year, Playright will bring to life Mrs Marden's dream for Hong Kong to have a permanent adventure playground for children. In partnership with the Development Bureau and the Harbourfront Commission, Playright proudly presents the building of Hong Kong's very first, one and only adventure playground in Kowloon City District.

The playground -- Playright's 1/2 Playground, which aims to illustrate the concept of children taking the lead to build their own playground. With every visit, children can re-design and re-build a new play experience with other children. Playright's 1/2 Playground will add diversity to the play provisions available in Hong Kong, and empower children to experience risk-taking, physical challenges, and novel experiences. We anticipate the 1/2 Playground to open in 2025. From now until then, Playright seeks donations and funding to fit-out 2,200 square meters of playspace. We invite your participation to actualize Hong Kong's first adventure playground.

Lastly, I end on a sincere note of thanks to Playright's executive committee and the entire Playright team for your love of children, our city, and hope for a better future for all. This energy is resounding and together, we make a difference every day towards building a playful, child-friendly city for everyone in Hong Kong.

# 機構傳訊

## CORPORATE COMMUNICATIONS

宣揚遊戲項目  
Play project promotion

5  
個電子平台  
e-platform

帖文更新  
Post launched

570 條

總支持者  
Total supporters > 86,000



### 童參與建理想樂園

本港的兒童遊樂場被人詬病多年，常見的問題都不離「傳統式例機」、「沉悶」、「欠刺激」、「不合我玩」等，有小朋友面對吸引力欠奉的遊樂場便會過「癮」而不入，以雙腳來投票。近年卻有令人喜出望外的遊樂場接連登場，小朋友和家長不憚舟車勞頓也要來朝聖，高峰時更有旺過花市的盛況出現，說的是2018年12月啓用的屯門公園共融遊樂場；而於2021年8月開工的東涌公園彩虹樂園，除吸引跨區家庭前來體驗，也為鄰近街坊營造早晚相宜的社區遊樂空間。

小島島基恩廣益 夢想成真

為何上述兩個遊樂場可夾道而出？原因是除了有致力推動遊戲的我們，以遊樂場設計師的身分參與其中外，更毫無例外地引入了兒童一同參與，讓主要使用者——小朋友的聲音被早有地聆聽，而其想法亦被認真地看待。

## 倡議好玩城市願景

### Advocating our vision of “Building a Playful City”

「看重孩子·看得起遊戲」是智樂的口號，我們期望建立一個尊重、保護及實踐遊戲權利的社會，讓兒童自發、自主及自由地參與遊戲。在三十周年紀念誌慶時，我們更於2018年定下「好玩城市」的十年願景。於循序漸進的籌劃和發展期間，我們抓緊每個平台發聲，包括傳播媒介。

自2021年11月起，我們已定期在明報專欄發表文章，由貼近時局的題材出發，向讀者灌輸遊戲的價值。例如從疫情下家長照顧孩子的角度切入，鼓勵在家實踐遊戲；由公眾對遊樂設施的意見談起，帶出兒童參與遊樂場設計的好處。此外，我們也不時與線上線下的媒體合作，藉提供資料、接受訪問等，從多方面分享有關遊戲的資訊，宣揚遊戲的重要性。

With the slogan “Value Children. Value Play”, Playright aims to build a society that respects, protects, and realizes the right to play. In such a society, children can participate in play that is child-led, self-initiated and freely chosen. At Playright, we set a 10-year vision of building such a playful city when we celebrated our 30th anniversary in 2018. In order to realize this vision step by step, we seize every opportunity to advocate it through every platform, including the media.

Since November 2021, we have regularly published articles in the Mingpao column. The articles covered diverse topics that were tied to current situations that could draw readers' attention to the value of play. For example, how parents cared for children during the pandemic inspired the readers to try play at home. The readers were also led to rethink the importance of children's participation in the design of playgrounds after the public's concern about playground facilities was raised. From time to time, we shared multi-faceted information about play using online and traditional media and advocated the importance of play by providing information and promoting participation in interviews.

年內，智樂獲選為星島集團「2021傑出領袖選舉」中「社區／公共事務／環境保育」組別的得獎單位，不僅是對智樂的嘉許，更有助推廣機構的使命。透過在2022年10月舉行的頒獎典禮及相關的傳媒報導中，得以向各持份者及公眾介紹智樂的工作以及好玩城市的願景。

Playright was awarded the “Leader of the Year 2021” in the category of “Community/ Public Affairs/ Environment & Conservation” by the Sing Tao News Corporations Limited.

The award was not only a recognition of Playright’s achievements and efforts to promote our mission. Through the award presentation ceremony held in October 2022 and the related media coverage, we were able to introduce our work and our vision of building a playful city to the stakeholders.



此外，在2023年2月由香港社會服務聯會主辦的「香港社會服務巡禮2023」中，我們貫徹以「好玩城市」為主題，首次展現相關項目和跨界別合作的成果，具體闡述好玩城市的真諦——遊戲在兒童成長的每一處出現，包括在家中、校園、社區、室內、戶外、遊樂場、醫院等。

Furthermore, we displayed related initiatives and cross-sectoral projects on the “playful city” for the first time during the “Hong Kong Social Service Expo 2023” organized by the Hong Kong Council of Social Service in February 2023. The exhibits concretely detailed the theme of a playful city - play occurring wherever children grow, namely at home, in educational settings, throughout the community, indoors, outdoors, in playgrounds, in hospitals, and many other places.



年內，我們回顧了兩位重要人物對智樂的貢獻，間接讓公眾加深了解智樂的發展歷程。我們為於2022年5月逝世的創辦人安妮馬登夫人製作紀念特刊，重現這位慈善家多年來的智慧啟迪和無私奉獻，以作由衷懷緬和深刻銘記。

During the year, we also acknowledged the contributions made by two significant figures closely related to Playright and its vision of a playful city. A memorial booklet about our founder, Mrs Anne Marden, who passed away in May 2022, was published. This booklet captured the philanthropist's wisdom, inspirations and selfless contributions over the years, expressing our sincere gratitude to her.



本會的另一領導——前總幹事王見好女士在服務26年後，於2022年10月光榮退任。我們除了發表網上帖文外，更安排媒體訪問。從這位奠定智樂文化的資深兒童遊戲倡議者身上，反映出智樂人對兒童遊戲的熱忱和投入。

Another Playright's leader – Ms Kathy Wong Kin-ho - retired from the position as Executive Director after 26 years of service with the organization in Oct 2022. Reflections on her decades of contribution to promoting play value in Hong Kong was featured in a media interview. Ms Wong, an passionate advocate for children's play, strongly upheld Playright's culture, making enthusiasm and dedication prominent features of Playright.





## 推廣策略靈活多變

### Promotional strategies

多年來，智樂在社福界一直保持推動兒童遊戲的領先形象。年內，智樂傳訊團隊為各個嶄新及既有項目釐定合適策略、構思推廣內容及製作相關物品。

為了靈活呈現推廣的內容和訊息，我們今年繼續製作不同短片，計有為復課下的快速病毒測試需要及為社區遊戲「智樂遊戲谷」而來的短片創作，前者有醫院遊戲師講解如何協助孩子順利完成快測，後者則透過地區伙伴和參加者的現身說法，讓公眾見證遊戲谷的成效。

Playright maintains a positive reputation as the leading NGO promoting children's play in Hong Kong. In 2022-23, the communications team developed communications strategies, created messages and produced marketing collaterals tailored for new programmes as well as existing ones that address children's play needs.

For example, we produced various videos this year. The topics included coping strategies for repeated rapid antigen tests (RATs) that children were required to take after the resumption of schools and the "Play Attach" community play organized in Tung Chung. In the former video, hospital play specialists explained how parents could help children to complete RATs in a calm and cooperative way. The latter one sought to let the viewers witness the impact of the "Play Attach" project through experience sharing by the community partners and participants.

智樂遊戲萬象館因優質好玩的自由遊戲空間而大受公眾歡迎，是年為了讓公眾真切了解上年度引進的設施及遊戲區，特別推出專屬網頁，並加入虛擬導覽，帶領公眾在網上遊走館內每個角落，更以簡約文字闡述各種服務。

為了進一步推廣「遊戲到家」的概念，傳訊團隊全力協助於2022年5月推出的「家長代理成果展」，在網上分享家長學員構思並有效實踐的家居好玩點子，期望啟發更多家長在家玩遊戲。

Playright PlayScope is well-known for its high-quality indoor play space. To further promote the public's understanding of the play facilities and play zones installed in the previous year, we launched a webpage in which a virtual tour was in place to guide viewers to visit every corner of PlayScope. Simple descriptions were also added to elaborate on different services.

To promote the concept of “Home Play”, the communications team assisted in organizing the online presentation of play ideas created by parent agents in May 2022. Parent agents shared innovative play ideas and how they realized them during the presentation, expecting to inspire more parents to play with their children at home.

年內，我們一貫善用印刷刊物，透過文字表達更深入的内容；計有為遊戲在校園出版的《幼稚園自由遊戲入門手冊》，涵蓋定義、智樂模式、遊戲工作簡介，以及校內推行自由遊戲的空間及時間等。

We also optimized publications to convey more in-depth information to the public. For example, we issued the “Kindergarten Free Play Handbook” which covered the definition of free play, the Playright model, the introduction of playwork, and the space and timetable for arranging free play on a kindergarten campus.







## 大型活動別出心裁

### Large-scale events

隨著疫情緩和，智樂恢復舉辦多個恆常項目，更啟動推行大型活動。智樂在2023年2月首次就醫院遊戲舉辦大型研討會——PLAY for Child Health Seminar，號召來自英美港三地、各間醫院、不同專科的醫護界人士聚首一堂，分享推行醫院遊戲的寶貴經驗，更吸引逾700名醫護界人士出席。為了推廣這項兒科界盛事，團隊構思了以拼圖為主題設計，象徵各持份者連結同心；此外，團隊除了推出專屬網頁，更精心製作悅目場刊，令與會專才洞悉醫院遊戲的內涵。

為回應公眾對冒險遊樂場的殷切需求，我們現正籌備在紅磡都市公園內建設定點的二份一遊樂場，並於2023年首季開始在場地附近舉辦「智樂”Pop Up”二份一遊樂場之小型互動體驗站」，傳訊團隊設計了相關的推廣物品，以加深參加者對二份一遊樂場概念的認識。

As the pandemic alleviated, Playright resumed many regular programmes and kickstarted large-scale events. Playright held its first large-scale seminar on hospital play in February 2023 – the PLAY for Child Health Seminar. The seminar brought together healthcare professionals from different hospitals and specialties from the United Kingdom, the United States of America and Hong Kong to share their experiences of implementing hospital play, attracting over 700 participants from the healthcare sector. The idea of a puzzle was illustrated in our thematic design, symbolizing the connections among different stakeholders working for children's well-being. In addition, the team also produced a seminar webpage and programme booklet to demonstrate best practices in hospital play.

To address the pressing demands for an adventure playground from the public, we are preparing to build a permanent 1/2 playground at the Hung Hom Urban Park. Also started from the first quarter of 2023, we held the “Pop-up 1/2 Playground Experiential Station” in the area near the future Park. In this regard, we specially designed relevant promotional materials to strengthen the participants' understanding of the concept of 1/2 playground.



**playright** Playright Children's Play Association  
51 萬讚 · 5.5 萬位粉絲



## 社交媒體頻繁更新

### Social media

上網已成為現代人生活的一部份，更是當今的重要溝通渠道，我們因而致力發展多種網上平台，計有官方網站、臉書專頁、Instagram專頁、YouTube頻道及是年開發的LinkedIn專頁，用以發放消息及加強與公眾溝通。

上述各個平台在是年不斷更新，發放的訊息力趨多元化，包括計劃主題、自由遊戲的概念、大型項目的最新消息，以及活動的報名等，成為有效的訊息渠道外，更有助與公眾的互動；例如，為了尋找智樂遊樂車的活動場地，我們發放公開徵求地點的帖文，並得到熱烈回應，既成功覓得場地，更促成智樂和民間團體的合作。

此外，社交平台上發放訊息也大幅提升公眾對智樂使命的認知度。例如就中央圖書館玩具圖書館推出「閱·玩 越好玩」的新概念，我們透過不同階段的帖子發放，帶領家長逐步認識將遊戲與圖書融合的嶄新模式，在實體活動重啟時更獲得正面反應。

Social media has become an integral part of modern life and an essential communication channel. Hence, we have been striving to develop various online platforms, including the official website, the Facebook page, the Instagram page, the YouTube channel, and the LinkedIn page launched this year. Messages delivered here were regular and versatile, including the themes of the programmes, the concept of free play, the updated news of large-scale events, as well as the enrollment information of different events.

Two-way communication was also enhanced through these platforms, enabling interactions between Playright and the public. For example, to search for suitable sites for the PlayMobile S3, we openly solicited ideas from the public online. The solicitation was well received as we successfully found suitable sites and forged collaborations with different organizations.

Moreover, using social media also greatly enhanced the public's awareness of Playright's mission to promote play. Regarding the new direction of "Enjoy Reading, Value Playing" of the Toy Library of the Hong Kong Central Library, we issued relevant posts at different stages to gradually acquaint parents with the new idea of integrating play with reading. We received positive feedback when we resumed in-person activities.

# 遊戲在校園 PLAY IN SCHOOL

讓幼稚園就讀的學生，  
在校園自在玩遊戲  
Free play in kindergartens



受惠學童人次  
Beneficiary  
students 3,170



受惠特殊需要  
學童人次  
Beneficiary  
students with  
special needs 272



培訓教師人次  
No. of teachers  
receiving  
training 2,034



## 校本自由遊戲續發展 計劃優化擬引進評估

### Free play in kindergartens and special needs centres

智樂在2017年推出「種子學校培訓計劃」，多年來透過老師培訓、遊戲示範、到校顧問及指導等，協助幼稚園推行自由遊戲，以配合教育局《幼稚園教育課程指引》有關校園自由遊戲的指引。計劃在推行5年後，是年新增15間種子學校，令參與學校的總數達到47間。

在種子學校培訓計劃的基礎上，智樂與香港專業教育學院（沙田）幼兒、長者及社會服務系幼兒教育中心合作舉辦全新「幼稚園校本自由遊戲支援計劃」。計劃除了包含智樂以遊戲工作為軸心之教師培訓，更特設由學院導師安排之理論、觀課、評課等不同支援，務求令教師掌握自由遊戲技巧之餘，也能將遊戲融入課程之中。

Since Playright launched the “Seed School Training Programme” in 2017, we have empowered kindergartens to implement free play through training for teachers, in-school play demonstrations, on-site consultancy and debriefing to align with the guidelines on free play stipulated in the “Kindergarten Education Curriculum Guide (2017)”. Having implemented the Programme for 5 years, we have a total of 47 Seed Schools of which 15 schools newly joined this year.

Based on the foundation of the “Seed School Training Programme”, Playright joined hands with the Child Education Centre for Teaching and Learning (CECTL) of the Department of Childcare, Elderly and Community Services Discipline (CECS), the Hong Kong Institute of Vocational Education (Sha Tin) to organize the brand-new “Kindergarten School-based Free Play Support Programme”. Apart from the teachers’ training on playwork, the new programme also included support for schools concerning theories, class observation and class evaluation arranged by the teachers of CECTL. This sought to enable participants to master the skills of arranging free play and to integrate play into the curriculum.



此外，為了讓更多幼稚園了解自由遊戲及相關計劃，智樂在2022年10月出版《幼稚園自由遊戲入門手冊》，內容涵蓋遊戲在校園的定義、推行自由遊戲的智樂模式、遊戲工作簡介，以及物資選材、時間與空間的運用等。

In addition, to enable more kindergartens to understand the essence of free play and related programmes, Playright issued the “Kindergarten Free Play Handbook” in October 2022. The handbook covered the definition of play in school, the Playright Model of implementing free play, the introduction of playwork, the selection of materials, and the use of time and space, amongst other topics.



校本自由遊戲要進一步優化，有必要設立評估系統及制定相關標準，以確保遊戲安排達到一定水平。因此，智樂於2023年3月31日牽頭主辦「推行幼稚園優質自由遊戲座談會」。與會者來自各大院校、專業協會及辦學團體，並包括幼稚園的校長及主任，共同探討評估對優化自由遊戲的重要性，以及評估所涉及的範疇。此外，我們也在會前對幼兒教育工作者進行意見調查，結果反映九成以上的受訪者認同幼稚園需要推動優質自由遊戲，八成以上同意業界需要一套自由遊戲質素標準及評估方法。

To set up a system of evaluation and relevant standards for the betterment of implementing free play in school, Playright took the lead in organizing the “Promoting Quality Free Play in Kindergartens Forum” on 31<sup>st</sup> March 2023. The forum participants included academics from tertiary institutions, professional bodies and school sponsoring bodies, as well as principals and teachers from kindergartens. They gathered to explore the importance of setting up an evaluation guideline to arrange better free play in schools, and the evaluation parameters. Moreover, we also conducted a survey among practitioners in early childhood education before the forum. The findings showed that over 90% of interviewees agreed that kindergartens should implement quality free play, while over 80% agreed that a set of guidelines on quality free play and the evaluation method were needed to achieve the purpose.

年內，我們繼續推動為特殊需要兒童安排遊戲，開展「特殊需要兒童遊戲先導計劃——從學校到社區」，該計劃在為學校提供自由遊戲培訓及指引的基礎上，進一步將範圍拓展至家長教育，以及在社區內創造遊戲機會。參與機構包括匡智紹邦晨輝學校、協康會環翠中心及香港耀能協會石硤尾中心。

此外，智樂與協康會合作草擬《自由遊戲在校園運作手冊(特殊幼兒中心適用)》，並在協康會5間特殊幼兒中心試行，期望長遠能將手冊推廣至更多特殊幼兒中心。



Throughout the year, we continued to promote free play for children with special needs and kick-started the “Making Play Possible for Children with Special Needs - From School to Community” programme. In addition to providing training on arranging free play and guidance for special schools, the programme also aimed to expand the services to parents’ education and create play opportunities in the community. The participating schools included the Hong Chi Shiu Pong Morninghope School, the Heep Hong Society Wan Tsui Centre, and the Spastics Association of Hong Kong Shek Kip Mei Pre-school Centre.

Moreover, Playright worked with Heep Hong Society to draft the “Free Play in School Operation Manual (Special School)”. The manual was implemented on a trial-run basis in 5 special childcare centres under Heep Hong Society, with the aim to adopt the manual at more centres overtime.

### 鳴謝 Special thanks to

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Hong Kong Disneyland Resort

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野村國際(香港)有限公司

Nomura International (Hong Kong) Limited

# 遊戲在社區 PLAY IN COMMUNITY

讓小街坊在所屬社區，  
定時定候玩遊戲

Regular play in every  
neighbourhood

進駐地區

Implemented  
districts



地區伙伴

District partners



4,310 人受惠  
Beneficiaries



同工/家長培訓人次

No. of practitioners

& parents

receiving

training



690



齊心創建好玩社區 地區力量持續擴大

Creating fun-filled communities through uniting  
local organizations

智樂大型項目「賽馬會智樂好玩社區同盟」於2017年啟動，以推動社區遊戲為目標，務求令小朋友於居住的社區內遊戲，從而促進身心發展。隨著更多地區團體加入，計劃的進駐點達到12區，地區伙伴已增至16個，成功凝聚地區組織及街坊力量，令社區遊戲在全港多區遍地開花。

疫情反覆，實體活動間歇停頓，我們因而製作遊戲基地模型，向持續參與實體活動的街坊派發，更於2022年8月至11月舉行多個工作坊，利用模型內多樣化的微型物資，引導街坊建構社區遊戲、想像各式各樣的可能性，甚至預演日後的不同角色。

Playright launched the large-scale project “Jockey Club Playright Playful Community League” in 2017. Aiming at creating play in the community, the project promotes children’s play in the neighbourhood, thus helping children grow healthily. With more and more local organizations joining the project, the number of districts where events have been held reached 12. The number of League members also increased to 16. The League successfully united local organizations and residents in the districts, making community play flourish across Hong Kong.

The in-person activities were suspended from time to time due to the volatility of the pandemic. As such, we produced models of a “Play Base” and distributed them to residents who had participated in in-person activities before. We also held several workshops during the August – November 2022 period to guide residents to construct community play using the models’ micro materials. Participants were encouraged to imagine every possibility and rehearse different roles in a play setting.



隨著疫情緩和，年度的實體活動「好玩社區全月玩」得以恢復，在2022年11月整個月內於8區共舉行9場活動，受惠者多達500人。參加者除了體驗各種社區遊戲外，也利用遊戲基地模型創作心目中的好玩場地，並即場以實體物資呈現。此外，活動中提供的懷舊遊戲更令家長重拾童年回憶，遊戲興致大為提高。

「賽馬會智樂好玩社區同盟」之所以能夠推展，全靠地區伙伴的加入和支持。為了加強各伙伴的聯繫，智樂於2022年12月首次舉行盟友之分享交流會，獲高達八成半的伙伴親身到場參與，分享實踐心得和推動經驗。此外，我們繼續邀請新的地區伙伴加入，安排遊戲工作課程，在知識方面裝備好後開展活動。

As the pandemic subsided, the “Annual Mass Event – Whole Month Play” was resumed in November 2022. In the whole month of November, 9 events were held in 8 districts, with a total of 500 participants. Apart from experiencing various kinds of play in the community, participants could also create playful sites by using models of the Play Base and realizing it with physical materials on-site. In addition, through participating in the nostalgic activities provided during the events, parents could relive their childhood memories, and their interest in play was raised.

The “Jockey Club Playright Playful Community League” could not be successfully implemented without the participation and support from local partners. Playright held the first-ever sharing session in December 2022 to strengthen connections among the League partners. Receiving a positive response, the session was attended by over 85% of our partners who shared experiences and ideas of implementing community play. In addition, we continued to invite new partners to join the League and arranged playwork training to equip them with related knowledge.

鳴謝 Special thanks to

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Hong Kong Jockey Club Charities Trust







## 智樂遊戲谷增據點 定時遊戲睦鄰同樂

### More “Play Attach” providing community play and enhancing unity

小朋友在成長地方玩遊戲，對身心健康發展很重要，東涌的小朋友也不列外。智樂自2021年參與「營造東涌」計劃以來，一直透過「智樂遊戲谷」為東涌的小街坊提供自由的社區遊戲空間，更以遊戲連繫社區。

此計劃與香港聖公會東涌綜合服務合作，在上年度開展區內第一個智樂遊戲谷，讓東涌大小街坊體驗定時在區內玩遊戲的樂趣。為了擴展服務，智樂於2022年7月與鄰舍輔導會東涌綜合服務中心，在逸東邨開展第二個智樂遊戲谷。

For children to grow strong and healthy physically and mentally, it is crucial that they can play in their vicinity. Children in Tung Chung are no exception. Since Playright participated in the project “Building Community. Building Tung Chung” in 2021, we have all along provided community play for Tung Chung’s residents through an initiative called “Play Attach”, which has also enhanced unity in the neighborhood.

By partnering with the Hong Kong Sheng Kung Hui Tung Chung Integrated Services, we kick-started the first “Play Attach” the previous year, enabling Tung Chung’s residents to experience the fun of regular play sessions. To expand the services, we cooperated with the Neighbourhood Advice-Action Council Tung Chung Integrated Services Centre to organize the second “Play Attach” in Yat Tung Estate in July 2022.

兩個遊戲谷的年度受惠人次超過2,500人，讓東涌街坊樂享自由多變、屬於社區的遊戲空間，更凝聚不同背景及語言的街坊參與。經我們提供專業遊戲培訓及傳授舉辦社區遊戲的經驗後，兩個伙伴已成功接手，將持續承辦遊戲谷。

此外，為進一步向更多東涌居民介紹這個社區遊戲計劃，我們在2022年10月移師至更大的場地——港青基信書院，安排兩節家長講座暨試玩環節，讓家長認識何謂社區遊戲，繼而與孩子一起體驗。

The number of beneficiaries of the first and second “Play Attach” reached 2,500. The events enabled Tung Chung’s residents to enjoy versatile play experiences in the community, uniting residents of culturally and linguistically diverse backgrounds. Having undergone professional playwork training and acquired experience of organizing community play, both partners were well equipped to continue to organize the “Play Attach” by themselves.

To apprise more residents in Tung Chung of the concept of community play, a parent talk cum a parent-child play session was held twice in October 2022 in a larger venue - the YMCA of Hong Kong Christian College. Through the events, parents could learn more about community play and experience it with their children.



鳴謝 Special thanks to

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The Swire Group Charitable Trust

# 遊樂車 PLAYMOBILE

以流動貨車，改造社區  
空間為遊戲天地

From community space  
to fun-filled play spaces



## 遊走多類型活動場地 遊樂車創建遊戲空間

### Creating fun play space in various sites

自從智樂遊樂車3系於2021年10月登場，一直深受歡迎。2022年隨著疫情緩和，更獲多個專業團體、私營機構及政府部門的邀請，包括康樂及文化事務署、民政事務署、海濱事務委員會、凝動香港體育基金及領展房地產投資信託基金，在全港不同角落進駐，貫徹了「到處走、到處遊」的特色。

是年，遊樂車共舉行12次大型活動，遊走中環、灣仔、大埔、荃灣、深水埗、東涌、樂富及維多利亞公園等，在不同場地，如公園、海濱長廊、運動及康樂主題活動區、商場平台、花展等，憑藉車上裝備的遊戲組件，將平凡空間變成好玩場地。

Since the PlayMobile S3 debuted in October 2021, it has been very popular. As the pandemic alleviated, the PlayMobile S3 was invited by many professional bodies, private organizations, and government departments, namely the Leisure and Cultural Services Department, the Home Affairs Department, the Harbourfront Commission, the InspiringHK Sports Foundation, and the Link Real Estate Investment Trust to station in different areas across the territory to realize “Go Everywhere. Play Everywhere”.

During the year, the PlayMobile S3 was stationed in 12 large-scale events, touring numerous districts, including Central, Wanchai, Tai Po, Tsuen Wan, Sham Shui Po, Tung Chung, Lok Fu, and the Victoria Park. The truck turned various spaces such as parks, promenades, sports and leisure playgrounds, shopping mall podiums, and flower shows into fun-filled areas by assembling the truck's play parts into a variety of play facilities.



遊樂車除了應邀到各處創造遊戲，也走到資源和遊樂設施不足的地區。「智樂遊樂車3系——玩樂社區」項目，正是專為葵青區、深水埗區及九龍城區的小朋友而設，礙於疫情，實體活動被迫暫歇，2022年7月終於重新啟動，6次活動共吸引1,340名當區的街坊參與。為活動尋覓場地不易，為此我們曾徵求市民的意見，更聯繫不同團體商討借出場地，並獲得正面回應，可見齊心一致的力量。

In addition to touring around Hong Kong, the PlayMobile S3 was stationed in areas lacking resources and play facilities. In this regard, the “PlayMobile S3 @Community” project was implemented for children in Kwai Tsing, Sham Shui Po, and Kowloon City districts. The activities under the programme were suspended due to the pandemic but were resumed in July 2022. A total of 6 events were organized, with 1,340 residents in the districts participating. As it was difficult for us to locate a suitable site, we openly solicited views from the public and connected with various organizations. Positive responses were received, reflecting that unity makes things possible.



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## 二份一遊樂場 1/2 PLAYGROUND

由小朋友接手創造餘下一半  
的冒險遊樂場

An ever-changing playground

獲批進駐紅磡都市公園，  
未來將以短期租約模式營運  
Will open at the Hung Hom  
Urban Park and operate on  
a short-term tenancy basis

3,033 人受惠  
Beneficiaries



### 二份一遊樂場落戶紅磡 自主冒險遊戲進新里程 Planning stages for a regular 1/2 playground

二份一遊樂場的项目概念是一半由智樂構建，另一半放手由小朋友創造。自2020年推出以來，一直大受歡迎，但過去都是在臨時場地舉辦。為回應公眾的殷切需求，智樂經過籌劃及申請多時，終於成功獲當局批准，在未來的紅磡都市公園以短期租約模式營運當中約2,200平方米的場地，恆常性的「二份一遊樂場」預計將於2025年正式開放。

The concept of 1/2 Playground is that Playright creates one-half of the playground, and the other half is left to the children's creation. Since the launch in 2020, this has been popular among the public. However, 1/2 Playground could only be organized on temporary sites. To address the pressing needs for a more permanent 1/2 Playground, we applied for a short-term tenancy of a site at the Hung Hom Urban Park. With the tenancy of a 2,200-square-metre site at the Park granted, we will operate the 1/2 Playground on a regular basis. It is expected to be in operation in 2025.

於密鑼緊鼓籌備及紅磡都市公園第一期工程施工的這段期間，我們與海濱事務委員會合作，在未來紅磡都市公園的場地舉辦期間限定「智樂Pop-up二份一遊樂場」，包括於2022年聖誕節假期舉辦10節遊戲活動，以及於2023年首季舉辦12節小型互動體驗站，藉此向區內人士推廣項目的特色及開展社區參與活動。活動的反應正面，參與人次高達2,800；此外，我們也邀請不同持份者親身到場觀察及參與，包括區議員、地區組織人士、立法會議員、物業管理公司代表，幼稚園校長及社福機構的職員，以認識二份一遊樂場的價值和意義，並加強相關人員對場地運作的了解。

As the preparations for and construction of the Hung Hom Urban Park phase 1 are underway, we collaborated with the Harbourfront Commission to hold a limited edition “Playright Pop-up ½ Playground” at the future Hung Hom Urban Park. The programme included 10 sessions of play events held during Christmas 2022, and 12 sessions of “Experiential Interactive Station” starting from the first quarter of 2023. The event’s aims of promoting the features of 1/2 Playground and fostering community participation were well achieved as the number of participants reached 2,800. In addition, we invited different stakeholders to join the events, namely district councilors, members of local organizations, legislative councilors, representatives from property managing companies, kindergarten principals, and staff of social service organizations, aiming at acquainting them with the value of having a 1/2 Playground and enhancing their knowledge about its operation.



鳴謝 Special thanks to

發展局

Development Bureau

海濱事務委員會

Harbourfront Commission

發展局海港辦事處

Harbour Office of the Development Bureau



# 遊戲萬象館 PLAYSCOPE

優質室內遊戲空間  
Quality indoor play space



## 復常掀熱潮 推廣升級再造遊戲 Promoting re-cycle play

智樂遊戲萬象館以提供全天候優質室內遊戲空間為賣點，一直致力提升服務質素，上年度引進新設施及遊戲區，可惜因疫情影響一度暫時閉館；隨著疫情回落社會復常，萬象館再度成為小朋友在室內遊戲的熱門選擇。

萬象館在2022年4月重新開放後，隨即引發參加的熱潮，場館預訂率一度達到八成。在2022年7至8月期間，親子團的預約率甚至達到百分百。我們藉此機會，與家長分享自由遊戲的價值，鼓勵大人在孩子玩遊戲時陪伴在側，同時放手讓孩子自行探索。

Playright PlayScope is well-known for providing an all-year-round quality indoor play space. Striving to upgrade its quality of services, PlayScope introduced new facilities and play zones in the previous year but was suspended due to the pandemic. As the pandemic alleviated and society returned to normalcy, PlayScope resumed its services and became once again the sought-after choice of indoor play space among children.

When PlayScope reopened in April 2022, there was an upsurge of reservations. The booking rate reached up to 80%. During July and August 2022, the rate of booking big play tours reached 100%. We seized this opportunity to share the values of free play with parents, encourage them to accompany children while playing, and let children explore the many possibilities of play.

年內，萬象館也著重參與有關物資升級再造的活動，鼓勵公眾善用廢棄物資玩遊戲。萬象館在2022年11月參與了「滙豐香港社區節2022」，與160多個家庭、共490多位大小朋友在中環遮打道行人專用區，將廢棄物資如膠水樽及紙皮升級為好玩物資，變成好玩玩意。其後於12月再接再厲，以廁紙筒、飲品樽及盒裝鮮奶包裝等廢棄物資等，為小朋友在館內創建一個Upcycle冬日聖誕小鎮，讓大家發揮想像力將廢物加以善用之餘，也能投入佳節的歡樂氣氛之中。

This year, PlayScope also emphasized activities relating to recycling used materials, encouraging the public to make good use of such materials to play. In November 2022, PlayScope arranged for over 490 parents and children from 160 families to participate in the “HSBC Hong Kong Community Festival 2022” held in the Chater Road Pedestrian precinct. During the event, participants converted used materials such as plastic bottles and cardboard into playful materials and fun play. Later in December 2022, PlayScope also arranged to recycle toilet paper rolls, used bottles, and cartons of beverages to create a “Christmas Small Town”. This enabled participants to use their imagination to recycle or even upcycle used materials and enjoy the good vibes of the festive season.



鳴謝 Special thanks to

滙豐香港社區夥伴計劃  
HSBC HK Community Partnership Programme



## 遊戲在圖書館 PLAY IN LIBRARY

結合遊戲和閱讀的遊戲計劃  
Integrating play and reading

65,935 人受惠  
Beneficiaries



### 閱 + 玩概念持續落實 派發遊戲盒深化推廣 “Enjoy Reading, Value Playing” and more in the Hong Kong Central Library

由智樂管理及營運的香港中央圖書館玩具圖書館，自2020年引入全新概念「閱·玩·越好玩」，推動閱讀與遊戲結合，鼓勵家長透過圖書與孩子玩遊戲。

今年我們繼續每日向公眾開放，舉行恆常的遊戲環節，並配合季度的不同主題，以創造適合遊戲和閱讀的環境；加上每月兩節的親子遊戲工作坊，由專業遊戲工作員帶領家長和小朋友以遊戲探索書海的世界，兩種服務令總受惠人次多達64,639人。

Located in the Hong Kong Central Library and managed and operated by Playright, the Toy Library has introduced the direction titled “Enjoy Reading, Value Playing” since 2020. It integrated reading and playing, encouraging parents to play with children through books.

This year, we continued to keep the Library open to the public daily and hold regular play sessions. With the updated seasonal play theme, we created an environment suitable for playing and reading. In addition, parent-child workshops were held twice a month, in which playworkers guided parents and children to explore the contents of books through play. The regular sessions and workshops served a total of 64,639 beneficiaries during the year.

為了進一步推廣「閱·玩·越好玩」的概念，智樂在2022年8月首次製作限量版好玩遊戲盒，免費向借閱了恐龍百寶書袋的家長及小朋友派發。遊戲盒內有多種緊扣恐龍主題的物資，可以變化多款遊戲，另備推薦書單、連結及延伸遊戲點子，內容豐富有趣，因而大受歡迎，全數145盒在1小時內派完。

這種閱讀與遊戲融合的方式，也得到其他公共圖書館欣賞，希望借鑑活動內容及方式，引進其圖書館中。

To further promote the direction of “Enjoy Reading, Value Playing,” Playright created a limited edition of a playbox for the first time in August 2022. The playboxes were distributed free of charge to parents and children who had borrowed a bag of dinosaur-related books. There were a variety of dinosaur-related materials inside the playbox, which could be used in different types of play. A list of recommended books with hyperlinks and extended play ideas was also included. The playbox was very popular, as reflected by the fact that a total of 145 playboxes were distributed within an hour.

The new direction also drew attention from other public libraries. They wished to introduce similar activities in their libraries.



# 好玩爸媽 PLAYFUL PARENT

裝備家長成為孩子的  
遊戲代理人  
Parents become  
play agents

受惠家長  
Parent  
beneficiaries



1,592



## 延續遊戲到家概念 裝備爸媽家中遊戲

### Equipping parents to play

智樂明白家長在兒童遊戲中扮演的重要角色，特別是在家實踐遊戲方面。今年，好玩爸媽團隊繼續推動「遊戲到家」項目，以不同的知識傳授方式，裝備家長在家中與孩子們玩遊戲。

年內，團隊舉辦的「遊戲到家」工作坊，特設「物資新生篇」及「童眼看家居篇」兩個主題，前者介紹家居常見的遊戲物資及講解舊玩具重生的技巧；後者則引領大人循孩子的視角，重新審視種種傢具，輕鬆在家創造更多的遊戲可能。工作坊共舉行了8節，有118名家長參加。

Playright understands that parents play an important role in children's play, particularly realizing play at home. This year, the Playful Parent team continued to promote the idea of home play, equipping parents to play with their children at home through various ways of instilling knowledge.

The team held workshops on home play with topics of "recycling of materials" and "home furniture in children's eyes". The former introduced common play materials in a home setting and elaborated on the skills of recycling old toys. The latter guided adults from the perspective of children to review the household furniture, thus creating more play opportunities at home. A total of 8 workshop sessions were held, attracting 118 parents to participate.



為了進一步裝備大人成為好玩家長，團隊在2021年推出「家長代理培訓項目」，39位家長經挑選成為學員，參加密集式課程。當完成反思式學習和在家實戰的訓練後，更在疫情下一起統籌一系列的好玩家居點子，並在2022年5月在「遊戲到家之家長代理成果展」的網上分享會上，將成果與眾同享，啟發更多家長認識「遊戲到家」。

To further equip parents to be playful, the team launched the training of parent agents. 39 parents were selected to receive intensive training. After finishing some reflective study and practice at home, the trained parents created a series of home play ideas during the pandemic. The ideas were showcased in an online exhibition in May 2022, which aimed to inspire more parents.



年內疫情反覆，在第五波疫情爆發時，智樂特別為家長製作一連兩集的短片，就抗疫在家提供實用建議，包括如何為孩子安排日程、創造趣味小時刻和變化好玩遊戲的竅門，以及在疫情下如何照顧孩子等。

The pandemic was volatile during the year. When contact and school restrictions were at its prolonged height, Playright specially produced two short videos to provide valuable tips for parents to arrange daily activities for children, create fun moments and versatile play ideas, and take care of children during the pandemic.



鳴謝 Special thanks to

滙豐銀行慈善基金  
The Hong Kong Bank Foundation



## 醫院遊戲

## HOSPITAL PLAY

以遊戲關顧患病兒童的身心  
及治療需要

Play as an essential part of  
medical care

駐守公立醫院  
Stationed  
public hospitals



橫跨聯網  
Covering  
clusters



派出遊戲包  
Playbags  
distributed



舉行醫院遊戲環節  
Hospital play  
sessions held



22,958 人受惠  
Beneficiaries



業內同工培訓人次  
No. of healthcare  
practitioners  
receiving training



900



### 實體醫院遊戲重啟 真實互動效果倍增

### Resumption of direct hospital play service

過去兩年受疫情影響，醫院遊戲的實體服務被迫暫停，醫院遊戲師轉而透過網上平台，配合遊戲包和遊戲物資的分發，力求繼續照顧病童。隨著疫情逐漸受控，醫院遊戲實體服務也由2022年5月起逐一重啟，醫院遊戲師陸續重回6間公立醫院，與病童面對面玩遊戲，計有香港兒童醫院、威爾斯親王醫院、將軍澳醫院、東區尤德夫人那打素醫院、瑪嘉烈醫院及明愛醫院。年內，我們服務的病房更多達44個，接觸的疾病種類超過22種，比疫情前增加8種。

The hospital play direct service was suspended owing to the pandemic over the past two years. As such, hospital play specialists strove to take care of paediatric patients through online platforms and by distributing play packs and play materials. With the pandemic winding down, the hospital play direct service resumed in stages since May 2022. Hospital play specialists gradually went back to play with paediatric patients face-to-face at 6 public hospitals, including the Hong Kong Children's Hospital, the Prince of Wales Hospital, the Tseung Kwan O Hospital, the Pamela Youde Nethersole Eastern Hospital, the Princess Margaret Hospital and the Caritas Medical Centre. In the year, we served a total of 44 wards. We also encountered over 22 kinds of illnesses, marking an increase of 8 compared to the pre-pandemic period.

為配合疫下的防感染措施，實體的醫院遊戲也有所調節，每一位接受服務的病人資料均須清楚記錄或經由醫護轉介，服務也必須一對一，選用的遊戲物資亦嚴謹遵從單獨專享及一次使用為原則。此外，早前建立起的線上預演醫療程序遊戲，在實體服務下亦繼續推行，讓病童在抵達醫院進行檢查前，預先在家了解相關的醫療程序。



Adjustments to the direct hospital play service were made to comply with the infection control measures. The personal information of every paediatric patient receiving the service had to be recorded, and each case had to be referred by a healthcare professional. The service also had to be delivered one-on-one, and play materials had to be consumed solely by one service recipient and for one time only. Fortunately, the online medical procedure play launched earlier continued, enabling paediatric patients to understand the relevant medical procedures at home before undergoing the examinations.

為了慶祝實體服務恢復兼表達久別重遇的心意，醫院遊戲團隊精心製作各具特色的見面禮，包括「骰子立體拼圖」、「好玩病房大發現」及「小手指、大意思」等，以贈予各間醫院的小朋友和醫護人員。所謂「物輕情意重」，小禮物既切合兒童的遊戲需要，更為醫護人員與小朋友製造互動的機會，讓彼此打破隔膜，提升歡樂氣氛。



To celebrate the resumption of direct service and express our care towards paediatric patients and healthcare professionals, the hospital play team specially produced gifts at every hospital. Gifts named “dice cubic puzzles”, “playful ward discoveries”, and “a little finger, a meaningful gesture” not only fit the children’s needs for play, but they also created opportunities for breaking the ice, creating positive vibes, and enhancing interactions among healthcare professionals and paediatric patients.

### 鳴謝 Special thanks to

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## 融匯多元化內容 新項目切合病童需要

### Our versatile online channel

為了照顧患病小朋友的遊戲需要，智樂的醫院遊戲師於2022年6月推出網上互動遊戲新項目「遊·藝互動台PlayNow」。互動台每個月在YouTube平台進行一次直播，供各間醫院的小朋友實時觀看，並開闢留言區，鼓勵小朋友與我們互動溝通。倘若小朋友錯過直播時間，更可在線上重溫節目。

互動台的題材廣泛，以回應小朋友的不同需要和喜好，計有手工遊戲、音樂遊戲、情緒紓緩遊戲、減壓遊戲、故事創作等，更曾直闖遊樂場、城市農場、年宵花市等，以短片帶領病童走出病房，接觸社區。

To address paediatric patients' needs to play, the hospital play team launched an online interactive play channel titled "PlayNow" in June 2022. The channel conducted a monthly live stream on the YouTube platform for paediatric patients' real-time viewing at every hospital we serve. A message board was also set up to encourage children to interact with us. A replay of programmes was provided in case children missed the live stream schedule.

The content of the channel was versatile to address the diverse needs and favourites of children. Handicraft, musical play, expressive play, stress relief play and creation of stories were among the topics. Videos about visits to playgrounds, city farms and flower market were also broadcast to lead paediatric patients to go outside the wards and have contact with the community.



為了讓病童認識醫護人員，互動台亦邀請了醫護人員分享繪畫、足球、演奏口琴等個人心得。此外，社區各方人士也曾呈上精彩表演，包括合唱團獻唱、豎琴表演、戲劇演出、魔術技法等，好讓病童感受來自社會的關心和支持。

Healthcare professionals were also invited to share their hobbies such as painting, soccer, playing the harmonica, amongst others to enhance paediatric patients' understanding of and relationship with healthcare professionals. Moreover, community members delivered great performances, encompassing choir performances, harp recitals, dramas and magic tricks to show their care and support to paediatric patients.



此外，針對不同病類的狀況，醫院遊戲師會度身訂造合宜的工具；是年就一型糖尿兒童患者，醫院遊戲團隊與香港兒童醫院的內分泌科團隊攜手合作推出《控糖特攻隊》項目，內含繪本畫冊、血糖記錄小冊、遊戲卡等。個案經醫生轉介後，醫院遊戲師會善用工具包內的物資，以故事形式引領小朋友代入角色，了解相關的醫療程序、學習計算食物攝取量及運動強度等，從而逐步接受「控糖」的終身任務。



Moreover, hospital play specialists tailor-made tools for paediatric patients to tackle different illnesses. For example, our hospital play specialists worked with the Endocrinology Department of the Hong Kong Children's Hospital to launch the programme titled "Diabetes Super Hero" for children diagnosed with Type I diabetes. A picture book, a record booklet of blood sugar levels and play cards were provided. With the play materials, the hospital play specialists guided paediatric patients to play the roles depicted in the picture book. This enabled the children to understand relevant medical procedures and to learn how to calculate the calories of food and the magnitude of sports so that they might embrace the life-long mission of fighting diabetes.

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## 兒童友善環境 培養正面情緒

### Child-friendly environments

創建兒童友善環境，在病房增添好玩裝飾和元素，有助營造歡欣關懷氛圍，帶動積極樂觀兼正面的情緒和反應，有利康復。

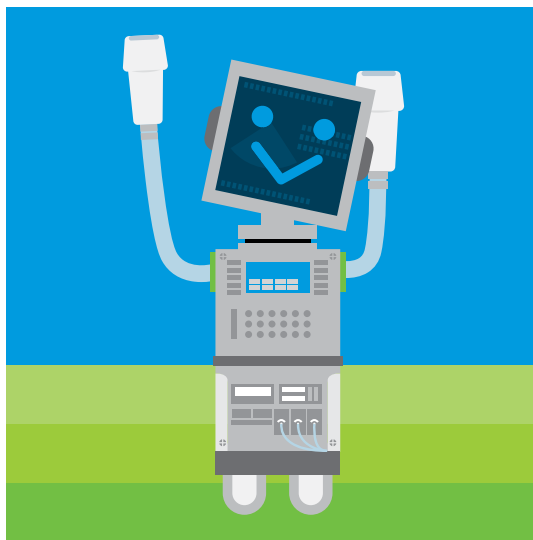
年內，我們先後協助東區尤德夫人那打素醫院及威爾斯親王醫院改造病房環境。在廣納病童、家長及醫護人員的意見下，前者的病房裝飾及改造工程在2022年8月完成，同院的護士站、治療室的牆壁和天花板，也一併以可愛貼紙裝飾，加添好玩趣味。

Creating a child-friendly environment with playful elements and decorations in the wards helps to develop a joyful atmosphere, enhance positive feedback and reactions, and expedite the recovery of paediatric patients.

During this year, we assisted the Pamela Youde Nethersole Eastern Hospital and the Prince of Wales Hospital in renovating the respective environments of the wards. Upon collecting views of former hospital's paediatric patients, parents and healthcare professionals, we completed the decoration and renovation of the wards in August 2022. Lovely stickers were also presented at the nurse station and on the walls and ceiling of the treatment room.

威爾斯親王醫院的項目則得到院方資助，一起在兒科病房建立兒童友善的環境，其後院方更邀請我們在心臟超聲波室的牆上，加入互動遊戲圖案海報，讓小朋友在檢查時也可玩遊戲，並獲得正面反應。

Funded by the Prince of Wales Hospital, our hospital play specialists worked with the Paediatric Department to create a child-friendly environment. The hospital invited the team to put posters of interactive play on the walls of the Echocardiogram room so that paediatric patients could also play when they underwent examinations. The arrangement received positive feedback.



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## 及早進入社區 為患病做好預備

### To be prepared before getting sick

醫院遊戲服務的其中一個重點是透過遊戲，讓患病兒童認識醫療程序，如果把這個步驟推得更前，及早在小朋友患病前便做好認知上的準備，豈不更好！

智樂在2020年推出「醫療遊戲體驗盒」，透過繪本、短片及遊戲包等，傳遞患病及治療的正確資訊，並在學校及地區康健中心推廣。今年進一步擴展至特殊需要學校，與學校的老師及家長在工作坊中分享如何善用盒內的物資和工具，另新增角色扮演示範，讓參加者了解協助小朋友面對跟進治療的方法。參與學校包括明愛樂義學校、協康會環翠中心、協康會灣仔中心和明愛樂幼學前教育及訓練中心，其中，因應明愛樂義學校的特別需要，醫院遊戲師更度身訂造改良版遊戲盒。

One of the highlights of hospital play is enabling paediatric patients to learn about medical procedures through play. It would be more desirable if children could learn earlier and prepare themselves before getting sick.

In 2020, Playright launched a medical play experiential box that contained a picture book, videos, and play packs to provide accurate information about sicknesses and treatment. The box was promoted in schools and district health centres in previous years. This year, the box was further promoted in special schools. Workshops were organized to share with teachers and parents how to utilize the play materials and tools, accompanied by role-play demonstrations. Participants were able to understand how to help children with special needs who had to undergo medical treatment. Participating schools included the Caritas Lok Yi School, the Heep Hong Society Wan Tsui Centre, the Heep Hong Society Wanchai Centre, and the Caritas Lok Yau Early Education and Training Centre. To cater for the children with specific needs of the Caritas Lok Yi School, hospital play specialists tailored a designated version of the playbox.



承接過去多年「小星星計劃」的寶貴經驗，計劃在疫後也得以重現，在4間幼稚園共推行36節工作坊，除介紹遊戲體驗盒外，並展示附近醫院的照片及示範注射疫苗的模擬打針遊戲，藉此加強小朋友對住院及治療的正面認知。



Based on the experience of implementing the “Little Star Programme” in previous years, we resumed the programme in the post-pandemic era. Under the programme, 36 workshops were held in 4 kindergartens. Apart from introducing the playbox, photos of hospitals nearby and play demonstrations of vaccine injections were also included to strengthen children’s understanding of hospitalization and treatment.

是年，團隊積極走入社區，以提升公眾對醫院遊戲的認識。我們在2022年11月參與由兒童糖尿協會舉辦的聖誕嘉年華，擺設攤位讓病童及家長玩手工遊戲，藉著親手製作「控糖特工」的行李牌，紓緩壓力，加強彼此溝通。團隊又參加東區尤德夫人那打素醫院的義賣活動，特別設計醫院遊戲的簡介卡片及派發紀念貼紙；至於在明愛醫院兩年一度的質素及安全研討會上，醫院遊戲師則發表「防跌方案」，並獲得獎項加許，大大提升專業形象。



During the year, the hospital play team also raised public awareness of hospital play in the community. We participated in the Youth Diabetes Action Carnival in November 2022. A booth was set up to let children with diabetes and parents join in handicraft. By hand-making a luggage tag of “Diabetes Superhero”, participants could relieve pressure and enhance mutual communication. The team also joined the charity sale organized by the Pamela Youde Nethersole Eastern Hospital, in which they designed a card introducing hospital play and distributed stickers. In the Caritas Medical Centre Biannual Quality and Safety Forum, the team was awarded for their presentation of the anti-fall programme. This elevated the professional image of hospital play specialists.

### 鳴謝 Special thanks to

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## 匯聚海外本地專家交流互動 促進醫院遊戲向常規化發展

### Enhanced international exchanges to promote integration of hospital play in local medical system

醫院遊戲在本地立足超過二十多年，為策略性地向前發展，智樂於2023年2月11日在香港兒童醫院首次舉辦大型研討會——PLAY for Child Health Seminar，除有幸獲醫務衛生局副局長李夏茵醫生、香港賽馬會慈善事務總經理（體育及文化）葉巧兒女士及香港兒童醫院行政總監李子良醫生擔任主禮嘉賓，更號召來自英美港三地、各間醫院、不同專科的醫護界人士聚首一堂，分享推行醫院遊戲的寶貴經驗，並為進一步的推動工作而出謀獻策，是次研討會促成海外專家與本地業界的交流實屬難得，故吸引逾700名醫護界人士出席。

For the strategic development of hospital play services, which has been established for over 20 years, Playright held the first-ever large-scale seminar on hospital play on 11<sup>th</sup> February 2023 – PLAY for Child Health Seminar. We were honoured to have the attendance of Dr Libby Lee Ha-yun, Under Secretary for Health, Health Bureau; Ms Winnie Yip, Executive Manager of Charities (Sports and Culture), The Hong Kong Jockey Club; and Dr Lee Tsz-leung, Hospital Chief Executive, Hong Kong Children's Hospital as the officiating guests. Moreover, we gathered healthcare professionals of different specialties from different hospitals in the United Kingdom, the United States of America, and Hong Kong to share their invaluable experiences of implementing hospital play. They also offered their insights into the development of hospital play. As the seminar was a rarely seen event fostering exchanges in the healthcare sector, it attracted over 700 healthcare professionals to attend.





智樂除了與香港兒童醫院結成研討會的合作伙伴外，更獲得本港16個專業團體及3個病人組織支持。講者方面計有來自業內的環球專業團體 Association of Child Life Professionals、英美醫院及本港醫護合共24位專才；各業界翹楚分享醫院遊戲在美、英及本港的運作模式、如何成為兒童抗病歷程中不可或缺的關鍵、疫情下回應新常態的服務演化，以及探討本地醫院遊戲持續發展的可行方向。

Apart from partnering with the Hong Kong Children's Hospital, we were supported by 16 medical professional organizations and 3 patient support groups. The speakers included experts from international professional organizations such as the Association of Child Life Professionals, and 24 professionals from hospitals in the United Kingdom, the United States of America and Hong Kong. The experts shared the workflow of hospital play, how hospital play supported children in their fight against illnesses, the evolution of the service in response to the new normal after the pandemic and explored the direction of sustainable development of local hospital play service.







研討會也設分組環節，由來自不同專科的多位醫生及護士精闢扼要地分別介紹兒童為本的治療重點、講述遊戲支援的方法和果效，更分享疫症的衝擊及回應方案，涵蓋內分泌科、腎科、放射科、麻醉科、骨科、舒緩治療。分組環節呈現的不少成功案例及醫護的親身體驗，均印證醫院遊戲在本地醫護體系的必要性，研討會因而特設環節，分析推動發展的多個著力點，並由智樂的醫院遊戲師細數累積二十多年的優良實務守則。

There was a breakout session during the seminar, in which doctors and nurses from their respective specialties introduced the concepts of child-oriented treatment and the methods and effects of hospital play. The impact of the pandemic and the related response plans were also among the discussion topics. The specialties covered Endocrinology, Nephrology, Radiology, Anaesthesiology, Orthopaedics and Palliative Care. Case studies and firsthand experiences shared during the sessions manifested that hospital play should be an essential part of the local medical system. Consequently, a special session was dedicated to present the best practice accumulated over the past two decades by hospital play specialists and an analysis of ways of promoting the development of hospital play.

研討會以線上及實體的混合模式舉行，過百位業內專才親臨現場，網上參與者則超過500人，參加者更可獲持續進修相應的學分。活動的反應正面，大力提升醫護界對醫院遊戲的認識，更可汲取經驗以建立本地化的服務、兼重整及檢視疫後對病童的支援及跟進，長遠有助促進醫院遊戲納入本地的醫療系統中。



The seminar was held in a hybrid mode. Over a hundred healthcare professionals attended the seminar in person, while there were over 500 online participants. All participants could acquire corresponding points in the Continuing Professional Development (CPD) system. The seminar was positively received, helping to strengthen the healthcare professionals' understanding of hospital play service. It also allowed us to learn from the experiences of overseas and local experts to establish localized services and reconstruct and review support and follow-up services for paediatric patients in the post-pandemic era. In the long run, the seminar played a crucial role in accelerating the integration of hospital play into the local medical system.

研討會專屬網址  
Seminar website



研討會場刊  
Seminar booklet



相關醫院遊戲服務通訊  
Related Hospital Play News



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## 持續推行專業培訓 醫護學界水平提升

### Elevating professional standards

智樂多年來致力實踐醫院遊戲，特別重視醫護人員的支持。為了加強醫護人員對醫院遊戲的認識和了解，我們持續舉辦培訓活動，更與大專院校合作，確保醫護新力軍在入職前已有相關概念。

是年，我們分別獲香港中文大學醫學院那打素護理學院及香港浸會大學持續教育學院護理教育部的邀請，向護士學生介紹不同種類的遊戲介入，從而理解醫院遊戲在病童抗病歷程中的重要性。

Having been striving to implement the hospital play service into Hong Kong's medical system, Playright attaches great importance to the support from healthcare professionals. To enhance their understanding of hospital play, we continued to organize training programmes. We also joined hands with tertiary institutions to provide training for prospective healthcare professionals to ensure that they had learned about related concepts before they entered their respective profession.

During this year, we were invited by the Nethersole School of Nursing of the Chinese University of Hong Kong and the Division of Nursing Education of the School of Continuing Education of Hong Kong Baptist University. We shared different kinds of play intervention with nursing students to let them understand the importance of play in the children's fight against illnesses.



對6間公立醫院的在職醫護，我們則繼續舉辦定期培訓活動，藉此維持各病房伙伴對醫院遊戲的認知，深化雙方的合作關係，例如由2023年2月起，為威爾斯親王醫院兒科病房的抽血師及病房助理安排4節培訓課，詳細談及與病童的溝通技巧、在醫療程序的注意力轉移方案等。

除了醫護界外，醫院遊戲師首次與香港教育大學合作，為攻讀學前教育的學生安排醫院遊戲工作坊，內容計有以健康遊戲為主題的理論課，更輔以實習環節，務求令學生加深了解。

The hospital play team continued to provide regular training for healthcare professionals in the 6 public hospitals we serve. The training helped to maintain the hospital staff's knowledge about hospital play and strengthen our working relationship. For example, we arranged 4 training sessions for phlebotomists and ward assistants of the Prince of Wales Hospital to elaborate on techniques for communicating with children and the distraction skills applied in conducting medical procedures.

For the first time, our hospital play specialists worked with the Education University of Hong Kong, providing workshops for the Department of Early Childhood Education students. We presented the concept on health play and practice sessions to strengthen students' understanding of hospital play.



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# 遊樂環境 PLAY ENVIRONMENT

推動遊樂空間的發展，  
以達致共融、通達、安全、  
多元、好玩的準則

Play spaces promoting  
standards of inclusiveness,  
accessibility, safety,  
diversity and playfulness

引領增加的  
遊樂空間面積

Leading to  
an increase  
in Play Space

13,000  
平方米 m<sup>2</sup>



## 擔當專業顧問 優化遊樂空間

### Betterment of play space as a professional consultant

身為遊樂空間的倡議者，我們深明實踐好玩空間的必要性，多年來智樂透過不斷參與不同遊樂空間的建造，承接由公私營機構所委託的遊樂環境顧問服務，致力推動共融、好玩兼安全的優質遊樂空間，從而倡導各方於遊樂場設計、營運管理及維護的適切以至最佳實踐，各方攜手一同邁向好玩城市。

As an advocate of quality play space, we want to see the implementation of playful play spaces. Over the years, Playright has been participating in the creation of different play spaces and undertaking various play environment consultancy projects commissioned by the public and private sectors. We strive to promote inclusive, playful and safe play spaces of high quality, and encourage different sectors of the society to achieve appropriate and best quality in the design, operation, management and maintenance of playgrounds with the aim of building a playful city.

公營機構的項目 Project for public organization	委託部門 Comissioning department	顧問工作範疇 Scope	預計落成期 Estimated completion date
<p>觀塘污水泵房上蓋園境平台優化工程，現稱「茶果嶺海濱公園」</p> <p>Kwun Tong Pumping Station Rooftop Enhancement, now known as “Cha Kwo Ling Promenade”</p>	<p>渠務署 Drainage Services Department</p>	<p>遊樂環境設計、設計評估、安全檢查、標準認證、恆常運作培訓及開放後報告評估、舉辦社區參與及設計工作坊、推動倡議</p> <p>Playable Space Design, Design Review, Construction and Inspections, Installation Compliance Audit with RBA*, Training for Operation, Post-Occupancy Evaluation, Community Engagement &amp; Design workshop, Advocacy</p>	<p>2023年8月 August 2023</p>
<p>櫻桃街箱形雨水渠旱季截流器工程上蓋公共空間</p> <p>Open Space above Dry Weather Flow Interceptor at Cherry Street Box Culvert</p>		<p>遊樂環境設計、設計評估、安全檢查、標準認證及恆常運作培訓、推動倡議</p> <p>Playable Space Design, Design Review, Construction and Inspections, Installation Compliance Audit with RBA*, Training for Operation, Advocacy</p>	<p>2023年12月 December 2023</p>
<p>大角咀海輝道休憩用地</p> <p>Open Space at Hoi Fai Road, Tai Kok Tsui</p>	<p>建築署 Architectural Services Department</p>	<p>遊樂環境設計、設計評估、安全檢查、標準認證及恆常運作培訓、推動倡議</p> <p>Playable Space Design, Design Review, Construction and Inspections, Installation Compliance Audit with RBA*, Training for Operation, Advocacy</p>	<p>2024年第一季 1<sup>st</sup> quarter of 2024</p>

\*RBA : Risk-Benefit Assessment



<p>昌華街/長沙灣道發展計劃(SSP-018)地盤B方案設計</p> <p>Schematic Design for Government, Institution or Community Complex and Public Open Space at Redevelopment of SSP-018 (Site B), Cheung Wah Street/Cheung Sha Wan Road</p>	<p>市區重建局</p> <p>Urban Renewal Authority</p>	<p>社區參與及設計工作坊、遊樂環境設計</p> <p>Community Engagement, Design Workshop, Playable Space Design</p>	<p>有待確認</p> <p>To be confirmed</p>
<p>兒童體驗式教育遊戲設施</p> <p>Children's Play and Experiential Learning Facility</p>	<p>香港教育大學</p> <p>The Education University of Hong Kong</p>	<p>設計評估、安全檢查、標準認證、恆常運作培訓及開放後報告評估</p> <p>Design Review, Construction and Inspections, Installation Compliance Audit with RBA*, Training for Operation, Post-Occupancy Evaluation</p>	<p>有待確認</p> <p>To be confirmed</p>
<p>東華三院賽馬會童亮館(屯門)</p> <p>Tung Wah Group of Hospitals KeySteps@JC Community Hub</p>	<p>東華三院</p> <p>Tung Wah Group of Hospitals</p>	<p>遊樂環境設計、設計評估、安全檢查、標準認證及恆常運作培訓</p> <p>Playable Space Design, Design Review, Construction and Inspections, Installation Compliance Audit with RBA*, Training for Operation, Advocacy</p>	<p>2023年第三季</p> <p>3rd quarter of 2023</p>

年內，我們也為不同項目提供遊樂設施安全檢查服務，包括灣仔海濱水上運動及康樂主題區、協康會綜合服務大樓的戶外遊樂場和青蔥樂園、香港濕地公園室內遊樂區、弘立書院遊樂場、香港賽馬會雙魚河鄉村會所的遊樂場。

During the year, we also provided a play space safety audit for different play spaces, including the Quick Win Promenade at Water Sports and Recreation Precinct Phase 2, the Outdoor Playground and Fun World at Heep Hong Society Integrated Service Complex, the Hong Kong Wetland Park Children's Indoor Play Area of Agriculture, Fisheries and Conservation Department, the Children's Playground at ISF Academy and the Children's Playground at Hong Kong Jockey Club Beas River Country Club.

鳴謝 Special thanks to

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渠務署  
Drainage Services Department

信和集團  
SINO Group



## 擔當顧問建立橋樑 推動兒童社區參與

### Enhancing child and community participation

兒童既是遊樂場的主要用家，有份參與遊樂空間的創建十分合理，且更有利塑造好玩又理想的遊樂空間。自港府在2019年提出有關改造全港超過170個公共遊樂空間的建議，更強調在改造過程中鼓勵社區參與，因而帶動業界更為重視兒童聲音；智樂作為兒童遊戲的推動者，把握這個新機遇，在提供專業意見、連繫公眾與業界方面，擔當起積極促進和實踐兒童參與的重要角色。

年內，康樂及文化事務署及建築署就港島南區鴨脷洲公園及新界北區上水保榮路遊樂場的改造項目舉辦「空間『遊』你創——公共遊樂空間設計比賽」，智樂獲比賽顧問奇正創作室有限公司的委託，以社區參與協作顧問的崗位，舉辦社區參與活動，邀請區內街坊和小朋友表達意見，讓比賽隊伍和政府部門更準確掌握持份者對遊樂空間設計的期望。

As children are key users of playgrounds, it would be reasonable for children to be consulted in the creation. This is also conducive to the development of playful and ideal play spaces. Since the plan of modifying 170 public play spaces was proposed in the 2019 Policy Address and public engagement was encouraged in the process, soliciting children's voices in building play spaces has improved. As an advocate of children's play, Playright seized the opportunity to promote and realize children's participation by providing professional advice and bridging users with designers of play space.

During this year, the Leisure and Cultural Services Department organized the "Imagine Your Play Spaces - Design Competition for Public Play Spaces" for modifying play spaces at the Ap Lei Chau Park in South District and the Po Wing Road Playground in North District. Playright was commissioned by the competition consultant - Singular Studio Ltd - to be the consultant specializing in public participation. In this regard, a series of activities were held to invite residents and children to express their views on the playgrounds concerned. This enabled participating teams and the related government departments to better understand the stakeholders' expectations of the playgrounds.



此外，智樂也舉行「創建遊樂空間伙伴計劃」，擔當遊樂空間設計師與小朋友之間的橋樑，幫助設計者了解小朋友的想法。是年在計劃下，智樂與4個機構合作，包括中華基督教會元朗堂朗屏邨真光幼稚園、中華基督教青年會小學、浸信會天虹小學及仁人行動——滿竹跨世代。由伙伴機構安排來自元朗、黃大仙及天水圍的大小街坊參與智樂的一系列工作坊，嘗試審視當區遊樂場現況、設計理想的遊樂設施、建造及體驗設施原型，藉此確立對遊樂空間的意見。其後，智樂安排參加者與負責改造遊樂空間的設計師，如AaaM Architects及元建新城互動交流，從而掌握用家對區內遊樂場及理想遊樂設施的看法。



Moreover, Playright organized the “Playspace Transformation Partnership Programme” to connect the play space designers and children and to facilitate the designers’ understanding of children’s views. Under the programme, we worked with 4 organizations, including the Yuen Long Church (Church of Christ in China) Long Ping Estate Chan Kwong Kindergarten, the Chinese Young Men’s Christian Association Primary School, the Baptist Rainbow Primary School, and the Impact Partners HK (Bamboo Generations). The partnering organizations arranged adults and children from Yuen Long, Wong Tai Sin and Tin Shui Wai to participate in a series of workshops organized by Playright. During the workshops, the participants reviewed the current situation of playgrounds, designed ideal play facilities, and constructed and experienced the prototypes to formulate their views about play space. Afterwards, Playright arranged a view exchange session with the participants and the designers commissioned to modify the parks, such as the AaaM Architect and Groundwork Architects, so that designers would better understand the users’ views.

鳴謝 Special thanks to

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## 跨平台多角度倡議 推動優質遊樂空間

### Promoting quality play space

為了推動遊樂空間的發展，我們把握每個機會，在不同平台發聲倡議，包括參與講座、展覽及接受傳媒訪問等。

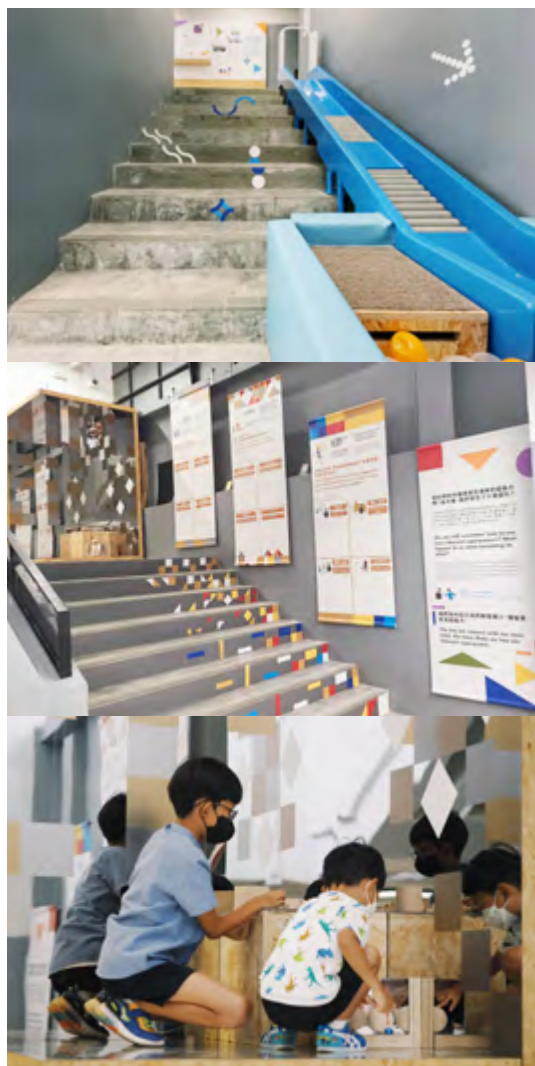
智樂在協助創建屯門公園共融遊樂場及東啟德「彩虹樂園」的過程中，其創新及突破的思維備受關注。年內，團隊獲建築署「空間大可能」的邀請，在其公共空間設計研討會及設計思維工作坊中擔任講者，分享參與上述兩個項目的設計、建設、兒童及社區參與工作。此外，在扶輪社的活動上，團隊代表也講述屯門公園共融遊樂場的建造歷程和經驗。

To promote play space development, we seized every opportunity to advocate for quality play space through different platforms, including seminars, exhibitions and media interviews.

The creative and fun ideas implemented in the play design of “Tuen Mun Park” and the “Rainbow Jungle” in the Kai Tak East Park have aroused much attention from users – children and the general public. During the year, the Architectural Services Department invited the team to be a speaker at the “POSSible! Symposium of Public Open Space Design and Design Thinking Workshop” to share our experiences in the design, construction, and children’s and the community’s participation in relation to the two projects. Moreover, at an activity held by the Rotary Club, we also shared the process and experiences of constructing the inclusive playground in the Tuen Mun Park.

智樂在「集籽種城」2022港深城市\建築雙城雙年展（香港）中，成為其中一個參展單位，於中環街市展出名為「設計遊樂空間唔係講玩（除非係……）」的系列展品，向觀眾揭示了多位著名建築師、園境師、藝術家、平面設計師和玩具設計師的作品中均有著遊戲的靈魂，從而啟發本地設計師以重拾孩童初心，來面對設計、創新和諸多顧慮。除了展覽平台之外，我們也獲Now TV的邀請，暢談如何將東啟德公園內的一個小小的空間，打造成為好玩又獨特的「彩虹樂園」，讓公眾了解發展好玩遊樂空間的關鍵要素。

隨著近年社會對兒童遊樂空間的關注提升，我們也積極參與相關對話；是年有立法會議員提出有關全面改善本港遊樂設施的議案，我們也獲邀發表意見。香港中文大學地理與資源管理學系的學者則從人對空間發展的權利角度出發，檢視《香港規劃標準及指引》，我們也獲邀參與相關研究及訪問。此外，我們更獲邀就二坡坊遊樂設施引起的討論而發表意見。



As one of the exhibitors of the “Seeds of Resilience” 2022 Hong Kong Shenzhen Bi-city Biennale of Urbanism\Architecture (Hong Kong), Playright showcased exhibits titled “Designing Play Space is Not Child’s Play (or Is it?)” at the Central Market. The exhibits revealed the playful spirits displayed in the works of well-known architects, landscape architects, artists, graphic designers, and toy designers to inspire local designers to face their design, creation, and related issues with a childlike heart. We were also invited by Now TV to elaborate on how to create the “Rainbow Jungle”, a playful and unique playground, on a small site in the Kai Tak East Park.

Public discourse on children’s play space has grown and Playright contributed to the social conversations. During this year, we were invited by a legislative councilor to provide our views on a motion on improving play facilities in Hong Kong. When the academics of the Department of Geography and Resource Management of the Chinese University of Hong Kong reviewed the “Hong Kong Planning Standard and Guidelines” from the perspective of human rights to space development, we were also invited to participate in the relevant research and interviews. In addition, our views were sought in the public discussion on the play facilities at Yi Pei Square.





## 培訓涵蓋多面 切合本地需求

### Professional training programmes to meet local needs

隨著社會日益關注兒童遊樂場設計及安全水平，我們為本地機構，包括公營機構、非牟利團體及大專院校等舉辦有關遊樂環境的培訓活動，涵蓋公園設計、兒童參與以及遊樂環境安全等，務求切合機構的發展需要。

With increased public concern for the design and safety of playgrounds in Hong Kong, we organized training programmes related to the play environment for local organizations, including public institutions, non-government organizations and tertiary institutions. The topics were tailor-made to meet the various needs of different organizations, encompassing playground design, children's participation and playground safety, etc.

為本地機構舉辦的遊樂環境培訓：

List of training for local organizations on play environment:

日期 Date	合作機構 / 部門 Cooperating organization/department	培訓主題 Topic of training
6-7/2022	市區重建局 Urban Renewal Authority	公園設計(附10個公園實地考察) Playground series: workshop on park design and park safety cum site visit
10-11/2022	香港基督教服務處 Hong Kong Christian Service	兒童參與 Child participation
11/2022	IVE運動學及智能科技高級 文憑 IVE Higher Diploma in Sports Studies with Smart Technology	遊樂場安全簡介講課 Lecture on introduction of playground safety
11/2022	職業訓練局康體文娛管理 高級文憑 IVE Higher Diploma in Leisure Management	遊樂場安全簡介講課 Lecture on introduction of playground safety



## 從培訓專業人才入手 創建好玩安全遊樂空間

### Creating playful and safe play space through professional training

智樂以建設香港成為好玩城市作長遠目標，期望創建更多優質好玩兼符合國際安全標準的遊樂空間，我們因而舉辦切合業界需要的培訓活動及課程。

2022年9月，智樂為本地業界度身訂造本土化的研討會，由智樂遊樂環境專家主講，內容涵蓋遊樂場安全的背景、介紹最新標準、分析歐美的異同、拆解常見迷思和誤解等。研討會吸引了接近100名業內專才參加，分別來自發展局、康樂及文化事務署、房屋署、業內供應商及大專學界、從事建築、工程、設計、設施管理等人士。

我們多年來不斷與海外專家合作，以推廣遊樂場安全的專業知識。今年再接再厲，邀請來自The Royal Society for the Prevention of Accidents (RoSPA) 的海外專家主持講座及工作坊，前者聚焦歐盟的遊樂場及健身設施安全及安全地氈的標準，後者則介紹利益風險評估，強調在設計及管理遊樂設施時，應推行管理風險的安排或措施，而非一刀切除去所有「危險」的設施。

With “building a playful city” as our long-term goal, Playright expects to create more quality play spaces that are playful and comply with international safety standards. Hence, we organized training programmes that met the professional needs of the sector.

In September 2022, Playright organized a localized forum tailor-made to the sector. Our speaker from the play environment team shared topics covering the background of playground safety, introduction of the latest standards, analysis of differences between European and American standards, clarifications of misconceptions and myths, etc. The forum attracted over 100 professionals, including staff from the Development Bureau, the Leisure and Cultural Services Department, the Housing Department, suppliers in the field, academics from tertiary institutions, and practitioners from architecture, engineering, design, and management of facilities.

We have been working with overseas experts to promote professional knowledge of playground safety. This year, we continued inviting overseas experts from The Royal Society for the Prevention of Accidents (RoSPA) to speak at a seminar and a workshop. The seminar focused on playground equipment, fitness equipment, and surfacing safety standards of the European Union. During the workshop, the Risk-Benefit Assessment (RBA) of children's play spaces was introduced. RBA emphasized that appropriate risk management measures should be implemented in designing and managing play facilities instead of eliminating all “dangerous” play facilities.



隨著不少招標工程把遊樂安全納入為考慮準則，業界對持續進修的需求亦與日俱增，因此，我們是年繼續舉辦「認可遊樂場檢查員證書課程」，務求提升本地的安全標準，達至國際水平。

As playground safety has been included in the criteria for many projects put out to tender, the sector's demand for continuing professional development increases. Hence, we continued to organize the Certified Playground Safety Inspector (CPSI) Certification Program to elevate local safety standards to be aligned with international levels.

有關遊樂環境安全的培訓：

List of training on safety of play environment:

日期 Date	培訓主題 Topic of training	講者 Speaker(s)
9/2022	遊樂場安全標準、培訓及發展研討會 Seminar on Playground Safety Standards, Training and Development	智樂遊樂環境團隊 Playright Play Environment Team
10/2022	歐盟標準下的兒童遊樂場設施、健身設施及安全地席講座 Seminar on European Playground Equipment, Fitness Equipment, and Surfacing Safety Standard	Royal Society for the Prevention of Accidents (RoSPA)
10/2022	兒童遊樂場地利益風險評估工作坊 Risk-Benefit Assessment (RBA) of Children Play Areas Workshop	
12/2022 - 1/2023	認可遊樂場檢查員證書課程 Certified Playground Safety Inspector (CPSI) Certification Program	CPSI 導師 CPSI instructor

# 安妮馬登 智樂學院 ANNE MARDEN PLAYRIGHT ACADEMY

## 傳遞遊戲知識 Play knowledge transfer



## 整合資源 發展遊戲知識平台

### Consolidating resources to build a knowledge platform

安妮馬登智樂學院致力發展成為兒童遊戲課程／培訓的知識綜合平台，在評估相關界別的培訓需要後，學院整合各個範疇的培訓資源，舉辦形形色色的培訓項目，不限於講座、工作坊、證書課程、座談會或研討會等。

是年的知識分享內容涵蓋遊樂環境安全、遊戲工作理論及實踐、家居遊戲及醫院遊戲，參與人次達1,400人。

The Anne Marden Playright Academy has been striving to develop into an integrated platform for courses/training of children's play. Having assessed the training needs of different sectors, the Academy consolidated the training resources of different service hubs to organize a variety of training programmes, including but not limited to talks, workshops, certificate courses, forums and seminars.

Throughout the year, the topics of the programmes covered included the safety of play environment, playwork theories and practices, home play and hospital play. The total number of participants reached 1,400.

社會對遊樂空間的要求愈來愈高，公眾期望遊樂場好玩又安全。因此，學院聯同遊樂環境團隊，特別舉辦與遊樂安全相關的多個研討會和網上證書課程，學院是本港唯一獲美國權威機構National Recreation and Park Association (NRPA) 授權合辦的培訓機構，提供專業系統授課兼考試評核。



智樂多年來推廣遊戲工作(Playwork)，因為這門專業最能回應兒童的自由遊戲需要；年內繼續以學前教育工作者、社福界同工及遊樂空間管理者為對象，推出超過10場的實踐工作坊、入門課程、證書課程及研討會。其中的遊戲工作實踐證書課程源自Dr Shelly Newstead研發的PARS模型 (Playwork Action Research System)，並獲英國的專業培訓權威Common Threads授權智樂為本地唯一的培訓單位。除了理論課之外，學院另安排學員在培訓師之指導下實習，有助學員深化所學知識。

雖然疫情已見回落，學院仍為家長舉辦家居遊戲工作坊，期望裝備更多家長了解自由遊戲，在家中保持與子女遊戲，增進親子關係。

Having higher expectations of play space, the public expects playgrounds to be playful and safe. Hence, together with the Play Environment team, the Academy specially organized a multitude of forums and online certificate courses on playground safety. The Academy is the only institution accredited by the authoritative organization – the National Recreation and Play Association (NRPA) – to co-organize related courses and to provide professional systematic training cum assessment in Hong Kong.

Over the years, Playright has been promoting the profession of playwork as it best addresses the needs for children's free play. During this year, we continued to hold over 10 sessions of workshops, induction courses, certificate courses and forums targeted at early childhood education practitioners, social workers and managers of play space. Among the courses, the Certificate Course of Playwork Practice originated from the Playwork Action Research System (PARS) model developed by Dr Shelly Newstead. Playright is authorized as Hong Kong's sole institution to organize the course by Common Threads, an authoritative organization of professional training in the United Kingdom. Apart from theory classes, participants of the course would join practicum session under the guidance of trainers to deepen their understanding of what they have learned.

When the pandemic subsided, the Academy held workshops on home play for parents. The Academy equipped more parents with the knowledge of free play, encouraged parents to keep playing with their children and strengthened parent-child bonding.



	
<b>遊戲工作</b> <b>Playwork</b>	遊戲工作實踐證書課程 Certificate Course of Playwork Practice  遊戲工作基礎課程 Playwork Induction Course  自由遊戲室內環境工作坊 Playwork Induction Course (Indoor Play Setting)  推行幼稚園優質自由遊戲座談會 Promoting Quality Free Play in Kindergartens Forum
<b>遊樂環境</b> <b>Play Environment</b>	Seminar on European Playground Equipment, Fitness Equipment, and Surfacing Safety Standard (EN1176/EN1177 and EN16630)  Risk-Benefit Assessment (RBA) of Children's Play Areas Workshop  Seminar on Introduction to Playground Safety Standard and Inspection  認可遊樂場檢查員證書課程 Certified Playground Safety Inspector (CPSI) Certification Program  Workshop on Park Design and Play Safety
<b>醫院遊戲</b> <b>Hospital Play</b>	PLAY for Child Health Seminar
<b>家長遊戲教育</b> <b>Parent Education</b>	遊戲到家實踐工作坊 Home Play Mini-Workshop  「玩甚麼、怎樣玩」幼兒及學前兒童篇 家長講座 “What and How to Play?” Parent Talk for toddler and nursery

## 連結本地海外機構

### Connecting with local and overseas organizations

安妮馬登智樂學院與本地及海外機構、相關的專業團體、香港政府部門密切聯繫，共同協作推出及發展與遊戲相關的培訓或資格認證，旨在為本地建立遊戲專業。年內，學院與醫院遊戲的國際權威專業組織Association of Child Life Professionals取得聯繫，為本地化培訓及專職交流邁出重要一步。

The Anne Marden Playright Academy works closely with local and overseas organizations, relevant professional bodies, and Government departments to jointly launch, develop and deliver play-related training programmes and professional certification. The Academy aims to build Hong Kong’s play capacity through its training and professional development. This year, the Academy joined hands with the Association of Child Life Professionals (USA). This marks a big step forward in the localization of child life professional training and continued ongoing international exchanges.

專業範疇 Professional Hub	本地組織 Local Organization	海外組織 Overseas Organization
遊戲及遊戲工作 Play & Playwork	香港專業教育學院(沙田) 幼兒、長者及社會服務系幼兒教育中心 The Child Education Centre for Teaching and Learning of the Department of Childcare, Elderly and Community Services of the Hong Kong Institute of Vocational Education (Sha Tin)	Common Threads
	香港教育大學幼兒教育學系 Department of Early Childhood Education, The Education University of Hong Kong	
遊樂環境 Play Environment	香港建築師學會 Hong Kong Institute of Architects (HKIA)	International Playground Safety Institute (IPSI)
	香港園境師學會 Hong Kong Institute of Landscape Architects (HKILA)	National Recreation and Park Association (NRPA)
	職業訓練局 Vocational Training Council	Royal Society for the Prevention of Accidents (RoSPA)
醫院遊戲 Hosptial Play	香港兒童醫院 Hong Kong Children’s Hospital	Association of Child Life Professionals

## 感謝各方支持 ACKNOWLEDGEMENT OF SUPPORT



### PlayChallenge @市區遊樂場 2022-2023

### PlayChallenge @Urban Playground 2022-2023

智樂希望在疫情退卻之初，讓城中大朋友、小朋友可藉著參與戶外活動來紓解外出走動的內在需要，特意舉辦「PlayChallenge@市區遊樂場」籌款活動，期待孩子在遊樂場玩樂來煥發身心靈健康，重拾生活步伐，並重新為社區加注歡欣的力量，也可為我們籌募更多的資源，支持兒童遊戲的服務發展。

是次籌款活動合共籌得港幣\$239,800，製作及派發了214包PlayChallenge 禮品包，讓贊助企業的員工及其小朋友、各區幼稚園家長及學生一同出遊智樂曾參與設計及諮詢工作的「好玩遊樂場」，體驗戶外遊戲樂趣，盡情大玩特玩！

Playright was calling on all children and adults alike to go outdoors and play when COVID-19 restrictions were on their way out through the “PlayChallenge @Urban Playground”. Through participating in this activity, our community could come together to ignite joy, positivity and regain the pace of life, while on an individual level everyone could finally satisfy their need again for some outdoor fun.

A total of HK\$239,800 was raised from this fundraising activity and a total of 214 PlayChallenge Gift Packs were produced and distributed to the families of corporate sponsors and local kindergartens. All participating adults and children enjoyed their time on playgrounds designed or under consultancy work by Playright. They truly experienced what Playable PlaySpace stands for and challenged their well-being.





## 至尊贊助企業 Supreme Corporate Sponsor

香港銀科公益基金會有限公司 Hong Kong Yintech Foundation Company Limited

## 捐助企業 Corporate Donors

安寧控股有限公司 ENM Holdings Limited

信德物業管理有限公司 Shun Tak Property Management Ltd

香港國際創價學會 Soka Gakkai International of Hong Kong Ltd

## 支持伙伴 Supporting Partners

Arts Plus

銅鑼灣維多利亞幼稚園暨國際幼稚園家長教師會有限公司

Causeway Bay Victoria Kindergarten & International Nursery Parent-Teacher Association Limited

怡人國際(香港)有限公司 Hape International (Hong Kong) Limited

Masterkidz Education

## 捐款善長 Individual Donors

黃佳節先生、黃潔女士及蔡慧澄小朋友

謝嘉濠先生、吳詠琳女士及謝幸潼小朋友 (Miss Carlyn Tse)

Ms Allison Ching, Ms Juliette Chen Sum-ye and Miss Miranda Chen On-ye

Mr Chris Tang



### PlayChallenge @市區遊樂場 2022-2023

當新冠疫情持續肆虐，持續兩年一起在家工作或學習，箇中擠逼的感覺，密集的Zoom Life，可能已是我們這一代孩子的成長印記。更甚的是，疫情的摧殘孩子的身心靈健康響起警號，直得我們深度關注。

為著大朋友，小朋友往外走動的內在需要，智樂Playright有感為社區重新注入歡欣力量，透過遊戲為大家重拾生活步伐，體驗生活中遊戲無處不在。

#### 得咁咁一齊玩啲!

現凡組成親子隊伍參加「智樂PlayChallenge @市區遊樂場 2022-2023」，挑戰達至最低挑戰數，將獲發禮品包乙份。包咁誘誘小朋友更可帶同自己心愛的毛公仔一起到訪智樂Playright 賽事與設計的戶外遊樂空間，一同認識「好玩遊樂場」，盡情大玩特玩!



好玩任務玩法



挑戰表格



遊戲參與，還有機會得到豐富獎賞，當中包括：最高級獎牌包 / 最多份零錢存摺 / 最佳遊戲作品 / 幫助最多人的Google Map 上點評語!



智樂Playright  
● 參加挑戰  
● Playright challenge Prize (one)  
● Playright Message Table (不設數量限制)

至尊贊助企業



支持伙伴



Facebook: Playright Children's Play Association  
電話: 28682022 www.playright.org.hk 電郵: fundraising@playright.org.hk

主辦機構: 智樂Playright 主辦機構: 智樂Playright 主辦機構: 智樂Playright



**香港愛樂團 及 滬江維多利亞學校 呈獻 PLAY FOR ALL 音樂會**  
**PLAY FOR ALL Music Concert presented by**  
**SAR Philharmonic Orchestra and Victoria Shanghai Academy**

於2022年11月20日，亦即是「世界兒童日」的晚上，由譽滿香江的香港愛樂團及來自滬江維多利亞學校的小小音樂家首度合作，在該校的演藝劇場攜手呈獻PLAY FOR ALL音樂會，透過一同演奏悠揚樂韻，與觀眾一同慶祝「世界兒童日」，並呼籲大眾認識及接納孩子擁有享受遊戲及藝術的權利。

是次音樂會逾千人參加，當晚所有的門票收益連同學校及家長捐款合共港幣\$195,661，均撥捐智樂，以支持我們遊戲服務及工作，讓小朋友享有切合他們成長需要、具有意義的愉快遊戲時光。

Presented by renowned SAR Philharmonic Orchestra and musicians from Victoria Shanghai Academy, the PLAY FOR ALL Music Concert was held at the VSA Performing Arts Centre in the evening of 20<sup>th</sup> November 2022. To celebrate the World Children's Day at the joint concert, the message for embracing the right of children to engage in play and participate in the arts was spread out to the audience of the night through each piece of music.

A total of HK\$195,661 was raised through the sales of admission tickets and the donations from parents and schools. All the donations were to benefit Playright's services and our initiatives to bring play to all children in Hong Kong.







## 智樂醫療遊戲體驗盒

### Playright Medical Play Experiential Box

在新冠肺炎第五波持續肆虐的時候，智樂有幸得到嘉道理慈善基金會的鼎力支持，讓我們得以繼續透過製作及分發「醫療遊戲體驗盒」，參與社區的基礎醫療服務。

是次接受的總捐款額為港幣\$300,000，智樂合共製作了300盒「醫療遊戲體驗盒」，並分發至地區組織包括基督教勵行會難民服務中心、Run Hong Kong及香港社區組織協會，再由該些組織轉贈予有需要的小朋友，讓他們透過盒內的繪本及遊戲工具，認識醫療程序，在有機會患病住院之先，為他們作好接受治療的心理準備，減少他們對於醫院、醫療程序的不安情緒。

When the fifth wave of COVID-19 was persistently roaring throughout the city in early 2022, Playright was glad to receive the support from the Kadoorie Charitable Foundation to continue our play service for the primary care in the community through the production and distribution of the Medical Play Experiential Boxes.

A total of HK\$300,000 cash donation was received and a total of 300 boxes was created and distributed to the Christian Action Centre for Refugees, Run Hong Kong, and the Society for Community Organization. These local organizations further distributed the boxes to children in need. The boxes aimed to prepare children psychologically for the general admission process and medical treatments in hospitals through picture books and play tools. Through this medical play, their potential anxiety about hospitals and medical procedures could be lessened.

### 企業/團體捐款 Corporate / Organization Donor

嘉道理慈善基金會 Kadoorie Charitable Foundation

### 支持伙伴 Supporting Partners

Arts Plus

怡人國際(香港)有限公司 Hape International (Hong Kong) Ltd

栢溢名基康體設備有限公司 Parks Supplies Co. Ltd



## 智樂小小遊樂空間共創盒

### Playright Little Play Space Co-creation Box

智樂「小小遊樂空間共創盒2022-2023」為本會遊樂環境服務發展的籌款項目，並合共籌得港幣\$165,500善款。除了籌募遊樂環境教育服務發展的經費之外，整個活動更旨在促進父母與孩子的創意思維，鼓勵他們通過對鬆散物料進行探索，並按四個小步驟——經歷、探索、表達及分享，一同創作出「你」想社區好玩遊樂環境。

The Little Play Space Co-creation Box was a fundraising project for the development of our Play Environment Service. A total of HK\$165,500 was raised to support the Play Environment Public Education Service.

In addition, the Box promoted creative thinking and encouraged the exploration of possibilities with loose parts between parents and children for their “Dream Playable Play Space in Neighbourhood” in four steps - Experience, Explore, Express and Share!

### 企業/團體捐款 Corporate / Organization Donor

高富金融集團 Athena Best Financial Group Limited

### 直接捐款企業/團體 Direct Donation Corporation / Group

奇極國際有限公司 CreativeKids International Limited

聖約翰爵士會 Order of St. John of Jerusalem Russian Grand Priory Hong Kong Association

信德物業管理有限公司 Shun Tak Property Management Ltd

### 支持伙伴 Supporting Partners

Arts Plus

Blooms and Buds Company Ltd

Tombow日本蜻蜓牌 及 Color My Community Tombow and Color My Community

### 捐款善長 Individual Donors

陳李妮女士 Mrs Lily Chan Li-lei

Dr Cheung Kam Chuen

周偉明先生 Mr Chow Wai Ming

馬慧敏女士 Ms Anita Ma Wai-man







## 童聲同氣 與眾「玩」「樂」！

### Sing for Children, Play for ALL

正當疫情第五波肆虐全港，兒童藝廊及智樂呼籲全港小朋友一起高唱《老榕樹下》(Banyan Tree)，祝願大家在疫情的艱難時刻，透過歌聲彼此聯繫互勉，一同發揮創意啟迪心靈，鼓勵大家一起「玩」出好音樂，並為智樂籌款支持兒童遊戲服務及工作。

在各位小小音樂家及善長的鼎力支持下，是次合共籌得港幣\$43,800，讓我們繼續為小朋友服務。

During the fifth wave of COVID-19 in early 2022, Kids Gallery and Playright were calling all young and young-at-heart Hong Kongers to join in the song Banyan Tree – written to inspire our community during challenging times, to join together, inspire our creativity, and encourage playful experiences.

A total of HK\$43,800 was raised in support of the development of children's play services and work in Hong Kong through this online singing campaign.

感謝愛心單位 令智樂成為本年度的受惠機構

Thanks for choosing Playright as the beneficiary of the year

## 機構、企業、團體及個人 Organization, Corporation, Group & Individual

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AAI Education Foundation及斯程教育 — 源自AIM CUP 英語演說比賽捐款  
AAI Education Foundation and See Change Education – Donations from the AIM Cup Public Speaking Competition

深灣遊艇俱樂部 — 企業捐款支持醫院遊戲服務  
The Aberdeen Marina Club – Corporate donations dedicated to hospital play service

換幣龍 — 源自換幣龍散銀兌換服務站捐款  
Coin Dragon Ltd – Donations from Coin Dragon coin exchange kiosks

商業電台 — 「有誰共鳴」手機短訊捐款  
Commercial Radio – SMS message donations from “Share My Song” programme

香港小兒科及小兒泌尿外科中心 — Design IT! 布口罩慈善義賣  
Hong Kong Paediatric Surgery & Paediatric Urology Centre – Design IT! Cloth Mask Charity sales

兒童藝廊 — Annie Jr Drama 內部門票銷售收益捐款  
Kids' Gallery Co., Ltd – Donation from Annie Jr Drama internal ticket sales

子親傳訊社 — 禮品捐贈  
Kodomo Communications Ltd – In-kind donation of gift sets

Little Flags — 線上賣旗籌款  
Little Flags – Fundraising through online flag selling

書少少 × 同渡館 — 店內放置捐款箱籌款及展示智樂簡介及電子捐款卡  
Littlelittlebooks – Donations from In-store donation box placement and display of Playright Info & digital donation card

澳門賽馬會會所 (香港) — 黃金月餅慈善義賣2022  
Macau Jockey Club (HK) Clubhouse – Golden Mooncake Charity Sales 2022

波波夫人 — 企業產品營利捐獻  
Madame Balloon – Corporate donations from the sales revenue of selected merchandises

東西概念有限公司 — 企業產品營利捐獻  
MATCH SHOWROOM LIMITED – Corporate donations from the sales revenue of selected merchandises

MINI GT™ — MINI GT™ Give 2022慈善愛心義賣活動捐款支持醫院遊戲服務及隨貨品派發智樂簡介及電子捐款卡  
MINI GT™ – Donations from MINI GT™ Give 2022 dedicated to hospital play service and insertion of Playright info & digital donation card in product shipment

栢溢名基康體設備有限公司 — 企業捐款支持智樂遊樂車服務  
Parks Supplies Co., Ltd – Corporate donations dedicated to PlayMobile service

樂同行有限公司 — 企業產品營利及慈善義賣捐獻  
Playout Limited – Corporate donations from the sales revenue of selected merchandises and charity sales

薈益有限公司及凱天企業有限公司 — 第十三屆兒童慈善心嘉年華  
Prestique Limited and Harvest Sky Enterprises Limited – The 13<sup>th</sup> Children Charities  
“Happy Teen Birthday to Children Charities Carnival”

保諾時網上印刷有限公司 — 社會服務機構印刷品九五折優惠計劃  
Promise Network Printing Limited – NGO Printing 5 percent discount scheme

The Shamdasani Foundation — 直接捐款  
The Shamdasani Foundation – Direct donation

信德物業管理有限公司 — 轄下住宅會所及商場擺放及展示智樂簡介及電子捐款卡  
Shun Tak Property Management Ltd – Display of Playright info & digital donation card  
at clubhouses in residential estates and shopping malls

新鴻基地產代理有限公司 — 轄下商場放置捐款箱籌款及展示智樂簡介及電子捐款卡  
Sun Hung Kai Real Estate Agency Limited – Donations from donation box placement and  
display of Playright info & digital donation card in shopping malls

新世基集團有限公司 — 直接捐款  
X & Y Group Limited – Direct donation

Ms Chan Kit-man — 直接捐款  
Ms Chan Kit-man – Direct donation

Mr Chan Kwun-sing — 直接捐款  
Mr Chan Kwun-sing – Direct donation

Mr Albirich Chun Bong-tang — 直接捐款  
Mr Albirich Chun Bong-tang – Direct donation

Mr Chung Kin-shun — 智樂「兔年一人一利是」新春籌款  
Mr Chung Kin-shun – Playright Red Packet Donation in the Year of Rabbit

鍾文慧先生 — 直接捐款  
鍾文慧先生 – Direct donation

Ms Blair Lindel Holly — 直接捐款支持醫院遊戲  
Ms Blair Lindel Holly – Direct donation to hospital play service

Ms Ip Wing-kwan — 直接捐款  
Ms Ip Wing-kwan – Direct donation

Mr Barnaby Thomas Patrick Lyons — 捐款支持安妮馬登智樂學院  
Mr Barnaby Thomas Patrick Lyons – Donations to Anne Marden Playright Academy

Mr Tam Tat-sing — 直接捐款  
Mr Tam Tat-sing – Direct donation



感謝各界組織及善長 捐款資助或合作支持

Thanks to organizations and individuals for donations/partnership

## 基金會、機構及企業 Foundation, Organization & Corporation

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深灣遊艇俱樂部 The Aberdeen Marina Club

恒隆地產 Hang Lung Properties Limited

香港交易所慈善基金及香港交易所社區項目資助計劃 HKEX Foundation and HKEX Impact Funding Scheme

滙豐香港社區夥伴計劃 HSBC HK Community Partnership Programme

嘉道理慈善基金會 Kadoorie Charitable Foundation

攜手扶弱基金 Partnership Fund for the Disadvantaged

## 政府相關部門 Government Related Department

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建築署 Architectural Services Department

中西區民政事務處 Central & Western District Office of Home Affairs Department

衛生防護中心 Centre for Health Protection

衛生署 Department of Health

發展局 Development Bureau

渠務署 Drainage Services Department

海濱事務委員會 Harbourfront Commission

發展局海港辦事處 Harbour Office of the Development Bureau

香港中央圖書館 Hong Kong Central Library

香港房屋委員會及房屋署 Hong Kong Housing Authority and Housing Department

葵青地區康健中心 Kwai Tsing District Health Centre

康樂及文化事務署 Leisure and Cultural Services Department

深水埗地區康健中心 Sham Shui Po District Health Centre

市區重建局 Urban Renewal Authority

明愛醫院 Caritas Medical Centre

香港兒童醫院 Hong Kong Children's Hospital

東區尤德夫人那打素醫院 Pamela Youde Nethersole Eastern Hospital

威爾斯親王醫院 Prince of Wales Hospital

瑪嘉烈醫院 Princess Margaret Hospital

將軍澳醫院 Tseung Kwan O Hospital

仁濟醫院 Yan Chai Hospital

亞洲博覽館社區治療設施 Community Treatment Facility, Asia-World Expo Centre

北大嶼山醫院香港感染控制中心 North Lantau Hospital Hong Kong Infection Control Centre

## 專業團體 Professional Group

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香港兒童醫療輔導協會 Hong Kong Child Life Association (HKCLA)

香港麻醉科醫學院 Hong Kong College of Anaesthesiologists (HKCA)

香港骨科醫學院 Hong Kong College of Orthopaedic Surgeons (HKCOS)

香港兒科護理學院 Hong Kong College of Paediatric Nursing (HKCPN)

香港兒科醫學院 Hong Kong College of Paediatricians (HKCPaed)

香港放射科醫學院 Hong Kong College of Radiologists (HKCR)

香港職業治療學會 Hong Kong Occupational Therapy Association (HKOTA)

香港骨科醫學會 Hong Kong Orthopaedic Association (HKOA)

香港小兒腎科學會 Hong Kong Paediatric Nephrology Society (HKPNS)

香港兒科護士學會 Hong Kong Paediatric Nurses Association (HKPNA)

香港兒科醫學會 Hong Kong Paediatric Society (HKPS)

香港兒童免疫過敏及傳染病學會 Hong Kong Society for Paediatric Immunology Allergy and Infectious Diseases (HKSPIAID)

香港兒童紓緩學會 Hong Kong Society of Children's Palliative Care (HKSCPC)

香港兒童內分泌科學會 Hong Kong Society of Paediatric Endocrinology and Metabolism (HKSPeM)

香港兒童呼吸及過敏學會 Hong Kong Society of Paediatric Respiriology and Allergy (HKSPRA)

香港兒童腦神經科學會 Paediatric Neurology Association of Hong Kong (PNAHK)

兒童腎病基金 Children's Kidney Fund

生命小戰士會 Little Life Warrior Society

兒童糖尿協會 Youth Diabetes Action

香港建築師學會 Hong Kong Institute of Architects

香港園境師學會 Hong Kong Institute of Landscape Architects

## 教育及社會服務相關團體

### Educational Institution & Social Service Related Organization

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香港浸信會聯會香港西北扶輪社幼稚園 Baptist Convention of Hong Kong Rotary Club of Hong Kong Northwest Kindergarten

佛教傳康幼稚園 Buddhist Foo Hong Kindergarten

明愛香港太平洋獅子會幼兒學校 Caritas Lions Club of Hong Kong (Pacific) Nursery School

基督教宣道會海怡幼兒學校 Christian & Missionary Alliance South Horizons Nursery School

基督教宣道會太和幼稚園 Christian & Missionary Alliance Church Tai Wo Kindergarten

基督教小天使(麗晶)幼稚園 Christian Little Angel Kindergarten Richland Gardens

中華基督教會屯門堂幼稚園/幼兒園 Church of Christ in China Tuen Mun Church Kindergarten/Nursery School

香港教育大學幼兒發展中心 Education University of Hong Kong Early Childhood Learning Centre

中國基督教播道會寶雅幼兒學校 Evangelical Free Church of China Po Nga Nursery School

基督教香港信義會祥華幼稚園 Evangelical Lutheran Church of Hong Kong Cheung Wah Kindergarten

基督教香港信義會南昌幼稚園 Evangelical Lutheran Church of Hong Kong Nam Cheong Kindergarten

基督教香港信義會將軍澳幼稚園 Evangelical Lutheran Church of Hong Kong Tseung Kwan O Kindergarten

神召會禮拜堂天澤幼兒園 First Assembly of God Church Tin Chak Nursery

富瑤幼稚園 Fu Yiu Kindergarten

佳寶幼稚園第三分校(天瑞邨) Guideposts Kindergarten 3<sup>rd</sup> Branch (Tin Shui Estate)

香港華人基督會煜明幼稚園 Hong Kong Chinese Church of Christ the Light Kindergarten

香港基督教服務處觀塘幼兒學校 Hong Kong Christian Service Kwun Tong Nursery School

香港宣教會優質幼兒學校 Hong Kong Evangelical Church Elite Kindergarten

香港聖公會基愛幼兒學校 Hong Kong Sheng Kung Hui Kei Oi Nursery School

香港聖公會聖尼哥拉幼兒學校 Hong Kong Sheng Kung Hui St Nicholas' Nursery School

香港聖公會東涌幼兒學校 Hong Kong Sheng Kung Hui Tung Chung Nursery School

香港保護兒童會林護幼兒學校 Hong Kong Society for the Protection of Children Lam Woo Nursery School

香港創價幼稚園 Hong Kong Soka Kindergarten

香港道教聯合會圓玄幼稚園(東頭邨) Hong Kong Taoist Association Yuen Yuen Kindergarten (Tung Tau Estate)

漢師幼稚園(龍總) Hong Kong Vernacular Normal Schools Alumni Association Kindergarten (KCC)

香港基督教女青年會長青幼兒學校 Hong Kong Young Women's Christian Association Cheung Ching Nursery School

保良局莊啟程夫人幼稚園 Po Leung Kuk Mrs Vicwood K.T. Chong Kindergarten

保良局莊啟程幼稚園幼兒園 Po Leung Kuk Vicwood Chong Kee Ting Kindergarten & Nursery

深培中英文幼稚園 Semple Kindergarten

聖公會牧愛幼稚園 Sheng Kung Hui Good Shepherd Kindergarten

德貞幼稚園 Tack Ching Kindergarten

荃浸石籬幼稚園 Tsuen Wan Baptist Church Shek Lei Kindergarten



基督教香港崇真會安怡幼兒學校 Tsung Tsin Mission of Hong Kong On Yee Nursery School  
東華三院陳嫻幼兒園 Tung Wah Group of Hospitals Chan Han Nursery School  
東華三院方麗明幼兒園 Tung Wah Group of Hospitals Fong Lai Ming Nursery School  
東華三院方樹福堂幼稚園(皇后山) Tung Wah Group of Hospitals Fong Shu Fook Tong Kindergarten  
東華三院群芳幼兒園 Tung Wah Group of Hospitals Kwan Fong Nursery School  
東華三院香港鑪峯獅子會幼兒園 Tung Wah Group of Hospitals Lions Club of the Peak Hong Kong Nursery School  
東華三院力勤幼稚園 Tung Wah Group of Hospitals Nickon Kindergarten  
東華三院蕭旺李滿福幼兒園 Tung Wah Group of Hospitals Shiu Wong Lee Moon Fook Nursery School  
東華三院田家炳幼兒園 Tung Wah Group of Hospitals Tin Ka Ping Nursery School  
東華三院黃朱惠芬幼稚園 Tung Wah Group of Hospitals Wong Chu Wai Fun Kindergarten  
基督教聯合醫務協會幼兒學校 United Christian Med Service Nursery School  
香港東區婦女福利會幼兒園 Women's Welfare Club (Eastern District) Nursery Hong Kong  
偉思幼稚園/幼兒園 Wisely Kindergarten and Day Nursery  
中華基督教會元朗堂朗屏邨真光幼稚園 Yuen Long Church (Church of Christ in China) Long Ping Estate Chan Kwong Kindergarten  
圓玄幼稚園(天逸邨) Yuen Yuen Kindergarten (Tin Yat Estate)  
協康會 Heep Hong Society  
協康會雷瑞德夫人中心 Heep Hong Society Alice Louey Centre  
協康會慶華中心 Heep Hong Society Catherine Lo Centre  
協康會陳宗漢紀念中心 Heep Hong Society Chan Chung Hon Centre  
協康會長沙灣中心 Heep Hong Society Cheung Sha Wan Centre  
協康會秦石中心 Heep Hong Society Chun Shek Centre  
協康會富昌中心 Heep Hong Society Fu Cheong Centre  
協康會鯉魚門中心 Heep Hong Society Lei Yue Mun Centre  
協康會王石崇傑紀念中心 Heep Hong Society Mary Wong Centre  
協康會水邊圍中心 Heep Hong Society Shui Pin Wai Centre  
協康會大窩口中心 Heep Hong Society Tai Wo Hau Centre  
協康會天平中心 Heep Hong Society Ting Ping Centre  
協康會東涌中心 Heep Hong Society Tung Chung Centre  
協康會環翠中心 Heep Hong Society Wan Tsui Centre  
協康會灣仔中心 Heep Hong Society Wanchai Centre  
協康會裕明中心 Heep Hong Society Yu Ming Centre  
  
匡智紹邦晨輝學校 Hong Chi Shiu Pong Morninghope School  
香港耀能協會石硤尾幼兒中心 The Spastics Association of Hong Kong Shek Kip Mei Pre-school Centre

香港專業教育學院(沙田) 幼兒、長者及社會服務系幼兒教育中心 Child Education Centre for Teaching and Learning, Department of Childcare, Elderly and Community Services, Hong Kong Institute of Vocational Education (Sha Tin)

香港教育大學幼兒教育學系 Department of Early Childhood Education, Education University of Hong Kong

香港中文大學地理與資源管理學系 Department of Geography and Resource Management, Chinese University of Hong Kong

香港浸會大學持續教育學院護理教育部 Division of Nursing Education, School of Continuing Education, Hong Kong Baptist University

香港中文大學醫學院那打素護理學院 Nethersole School of Nursing, Faculty of Medicine, Chinese University of Hong Kong

香港專業教育學院 Hong Kong Institute of Vocational Education (IVE)

職業訓練局 Vocational Training Council

## 社會服務相關團體

### Social Service Related Organization

---

明愛香港仔社區中心 Caritas Community Centre - Aberdeen

明愛漢民/深井/青龍頭社區發展計劃 Caritas Hon Man/Sham Tseng/Tsing Lung Tau Community Development Project

基督教家庭服務中心賽馬會跳躍青年坊 Christian Family Service Centre Jockey Club Youth Leap

循理會屯門青少年綜合服務中心 Free Methodist Church Tuen Mun Children & Youth Integrated Services Centre

醫護行者 Health in Action

香港青年協會賽馬會建生青年空間 Hong Kong Federation of Youth Groups Jockey Club Kin Sang Youth S.P.O.T.

香港聖公會麥理浩夫人中心鄰舍層面社區發展部 Hong Kong Sheng Kung Hui Lady MacLehose Centre Neighbourhood Level Community Development Project

樂助富山/樂伴新蒲崗社區支援計劃 Joyful Family Connection/Joyful Connection in San Po Kong Community Support Project

國民學校漢師中英文幼稚園 K.M.V.N. Anglo-Chinese Kindergarten and Nursery

國民學校 Kwok Man School

西貢區社區中心 Sai Kung District Community Centre

聖雅各福群會社區發展服務 St. James' Settlement Community Development Services

聖雅各福群會社區發展服務(土瓜灣) St. James' Settlement Community Development Services (To Kwa Wan)

香港基督教女青年會賽馬會西環綜合社會服務處 Hong Kong Young Women's Christian Association Jockey Club Western District Integrated Social Service Centre

香港基督教女青年會觀龍樓社區工作辦事處 Hong Kong Young Women's Christian Association Kwun Lung Lau Community Work Office

香港基督教女青年會青衣綜合社會服務處 Hong Kong Young Women's Christian Association Tsing Yi Integrated Social Service Centre

香港社會服務聯會 Hong Kong Council of Social Service

香港聖公會東涌綜合服務 Hong Kong Sheng Kung Hui Tung Chung Integrated Services

凝動香港體育基金 InspiringHK Sports Foundation

鄰舍輔導會東涌綜合服務中心 Neighbourhood Advice-Action Council Tung Chung Integrated Services Centre

鄰舍輔導會少數族裔支援服務中心 Neighbourhood Advice-Action Council TOUCH-Support Service Centre for Ethnic Minorities

小彬紀念基金會 Zubin Foundation

## 其他專業單位

### Other Professional Unit

---

AaaM Architects

阿特金斯 AKTINS

元建新城 Groundwork Architects

奇正創作室有限公司 Singular Studio Ltd

立法會議員林琳 Nixie Lam Lam

我們的抽象遊戲地景 Our Abstract Playscapes

## 媒體伙伴

### Media Partner

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Champimom

HK01 心意 HK01 Heart

明報教得樂 Ming Pao HappyPaMa

## 國際機構及團體

### International Organization

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Association of Child Life Professionals

Common Threads, United Kingdom

International Play Association: Promoting the Child's Right to Play

International Playground Safety Institute (IPSI)

National Recreation and Park Association (NRPA)

Royal Society for the Prevention of Accidents (RoSPA)

TOKYO PLAY, Japan



感謝長期合作伙伴及各方友好支持

Thanks to our long term partners



**Mr and Mrs Lawrence Ho**



**香港賽馬會慈善信託基金**

**The Hong Kong Jockey Club Charities Trust**

同心 同步 同進 RIDING HIGH TOGETHER



**利銘澤黃瑤璧慈善基金**

**Drs Richard Charles and Esther Yewpick Lee  
Charitable Foundation**



**勵志慈善基金有限公司**  
Lichi Charitable Foundation Limited

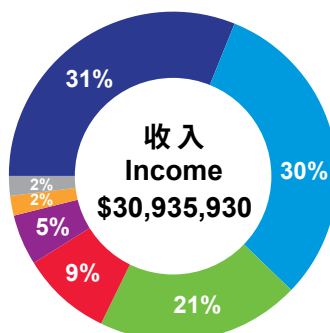
**Marden Foundation Limited**



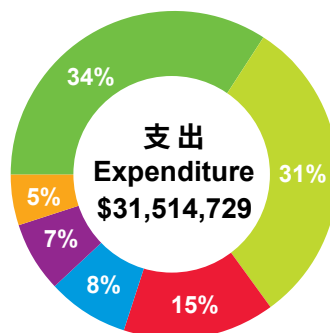
Arranged in alphabetical order

# 財務概覽

## FINANCIAL HIGHLIGHTS



- 香港賽馬會慈善信託基金  
The Hong Kong Jockey Club Charities Trust
- 培訓及顧問收入  
Training & Consultancy Income
- 特定捐款  
Designated Donations
- 香港公益金  
The Community Chest of Hong Kong
- 保就業計劃資助  
Employment Support Scheme
- 籌款活動  
Fundraising Activities
- 會員費及其他  
Membership Fee & Others



- 遊戲發展項目  
Play Development Projects
- 醫院遊戲服務  
Hospital Play Services
- 遊戲培訓及資源發展  
Play Training & Resources Development
- 遊樂環境  
Play Environments
- 中央行政  
Central Administration
- 機構傳訊及籌募  
Corporate Communications & Fundraising



Audited by:



Audit report:



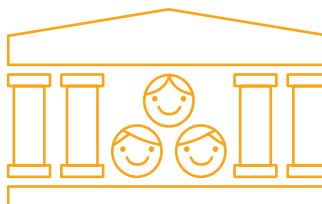
The financial information relating to the year ended 31 March 2023 included in this annual report are not the Organization's statutory annual financial statements for that year.  
Further information relating to those statutory financial statements required to be disclosed in accordance with section 436 of the Companies Ordinance is as follows:  
The Organization has delivered those financial statements to the Registrar of Companies as required by section 662(3) of, and Part 3 of Schedule 6 to, the Companies Ordinance.  
The Organization's auditor has reported on those financial statements. The auditor's report was unqualified; did not include a reference to any matters to which the auditor drew attention by way of emphasis without qualifying its reports; and did not contain a statement under section 406(2), 407(2) or (3) of the Companies Ordinance.

# 組織架構

## ORGANIZATION STRUCTURE



**執行委員會**  
**Executive Committee**



**中央支援及管治委員會**  
**Central Support &  
Governance Committee**



**資源籌集及籌款委員會**  
**Resources Mobilization &  
Fundraising Committee**



**服務及發展委員會**  
**Service & Development  
Committee**



**總幹事**  
**Executive Director**



**管理及服務團隊**  
**Management & Service Team**



## 顧問及各委員會成員

Advisors and Committees 2022 - 2023



### Patron

Dr Rosanna Wong Yick-ming, DBE, JP

### Honorary President

Mrs Anne Marden, BBS, JP (1926 - 2022)

### Honorary Advisor

Dr Chow Chun-bong, BBS, JP   Dr Maggie Koong May-kay, BBS, JP   Mr Ho Kam-fai

### Honorary Legal Advisor

Mr Val Chow

### Auditor

Webster Ng & Co. – CAs, CPAs



## Executive Committee

<i>Chairperson</i>	Ms Anita Ma Wai-man	<i>Member</i>	Ms Joanna Hotung
<i>Co-Vice Chairperson</i>	Dr Yvonne Becher	<i>Member</i>	Ms Annie Lam Sau-ha
<i>Co-Vice Chairperson</i>	Dr Victor Koong Hing-yeung	<i>Member</i>	Ms Elina Lee Kar-li
<i>Honorary Treasurer</i>	Mr Patrick Lee Pak-hang	<i>Member</i>	Ms Vivian Li Wing-yin
<i>Member</i>	Mr Benny Chan Chak-bun	<i>Ex-officio</i>	Dr Alice Wong Cho-yee
<i>Member</i>	Dr Bill Chan Hin-biu	<i>Ex-officio</i>	Ms Aby Chau Po-yi
<i>Member</i>	Mr Paul Chan Yuen-king	<i>Ex-officio</i>	Ms Mavis Chung Tsui-shan
<i>Member</i>	Ms Lancy Chui Yuk-shan		



## Central Support & Governance Committee

<i>Chairperson</i>	Mr Patrick Lee Pak-hang	<i>Member</i>	Ms Phoebe Ho Kit-hung
<i>Vice Chairperson</i>	Ms Joanna Hotung	<i>Ex-officio</i>	Dr Alice Wong Cho-yee
<i>Member</i>	Ms Lancy Chui Yuk-shan	<i>Ex-officio</i>	Ms Aby Chau Po-yi
<i>Member</i>	Ms Hau Yee-mann	<i>Ex-officio</i>	Ms Mavis Chung Tsui-shan
<i>Member</i>	Mr Ho Kam-fai		



## Resources Mobilization & Fundraising Committee

<i>Chairperson</i>	Dr Victor Koong Hing-yeung	<i>Member</i>	Ms Vivian Li Wing-yin
<i>Member</i>	Mrs Lily Chan Li-lei	<i>Ex-officio</i>	Dr Alice Wong Cho-yee
<i>Member</i>	Mr Ed Lam Sung-lai	<i>Ex-officio</i>	Ms Janice Sin Chung-ming



## Service & Development Committee

<i>Co-Chairperson</i>	Dr Yvonne Becher	<i>Member</i>	Dr Gigi Hsin Pang Che-kwan
<i>Co-Chairperson</i>	Mr Benny Chan Chak-bun	<i>Member</i>	Ms Annie Lam Sau-ha
<i>Member</i>	Dr Bill Chan Hin-biu	<i>Member</i>	Ms Elina Lee Kar-li
<i>Member</i>	Ms Pauline Chan Po-lin	<i>Member</i>	Ms Rafaella Tung Fung-man
<i>Member</i>	Mr Paul Chan Yuen-king	<i>Ex-officio</i>	Dr Alice Wong Cho-yee
<i>Member</i>	Ms Grace Chung Man-ha	<i>Ex-officio</i>	Ms Aby Chau Po-yi

## Anne Marden Playright Academy Steering Committee

<i>Chairperson</i>	Dr Chow Chun-bong, BBS, JP	<i>Co-vice Chairperson</i>	Mr Paul Chan Yuen-king
<i>Co-vice Chairperson</i>	Dr Bill Chan Hin-biu		
<i>Co-vice Chairperson</i>	Ms Pauline Chan Po-lin	<i>Member</i>	Ms Anita Ma Wai-man

## 1/2 Playground Development Task Force

<i>Chairperson</i>	Mr Benny Chan Chak-bun	<i>Member</i>	Mr Patrick Lee Pak-hang
<i>Member</i>	Dr Yvonne Becher	<i>Member</i>	Mr Li Fat-keun
<i>Member</i>	Mr Paul Chan Yuen-king	<i>Member</i>	Ms Anita Ma Wai-man
<i>Member</i>	Ms Daphne Koon Wai-shan		

## Child Life Accreditation Task Force

<i>Chairperson</i>	Dr Bill Chan Hin-biu
<i>Member</i>	Dr Yvonne Becher
<i>Member</i>	Dr Chow Chun-bong, BBS, JP

## Stakeholders Engagement Task Force

<i>Chairperson</i>	Ms Elina Lee Kar-li	<i>Member</i>	Mrs Amy Liu Tam Yuen-king, JP
<i>Member</i>	Ms Annie Lam Sau-ha	<i>Member</i>	Ms Anita Ma Wai-man

## Succession Plan Task Force

<i>Chairperson</i>	Ms Anita Ma Wai-man
<i>Member</i>	Dr Yvonne Becher
<i>Member</i>	Ms Joanna Hotung

## Advisor

<i>Member</i>	Ar Joseph Kwan Kwok-lok, MH
<i>Member</i>	Mrs Amy Liu Tam Yuen-king, JP
<i>Member</i>	Ms Sheila Mair
<i>Member</i>	Mr Yue Chi-hang, SBS, JP

## 員工團隊 Staff Team

截至2023年8月  
As at August 2023



### Management

*Executive Director*

*Service Director*

*Financial Controller*

*Head of Hospital Play*

*Head of Play & Playwork (Service Development)*

*Head of Play Environment*

*Head of Service (Playful Parent & Playright Academy)*

Dr Alice Wong Cho-yee

Aby Chau Po-yi

Mavis Chung Tsui-shan

Pony Kong Siu-ping

Ada Wong Pui-yi

Chris Yuen Hon-cheong

Potato Yu Kai-yin



## Hospital Play Service

<i>Manager (Training)</i>	Chiko Chong Yuen-chi	<i>Project Executive (Hospital Play)</i>	Serena Ma Chung-yan
<i>Manager (Hospital Play)</i>	Kristy Lee Ka-yan	<i>Hospital Play Officer</i>	Elsie Kan Po-chun
<i>Assistant Manager (Hospital Play)</i>	Doris Wong Wai-hei	<i>Hospital Play Officer</i>	Daphne Ma Hei-wai
<i>Lead Hospital Play Supervisor</i>	Yoyo Poon Cho-yiu	<i>Hospital Play Worker</i>	Toto Chan Lok-to
<i>Lead Hospital Play Specialist</i>	Gloria Wong Hiu-yan	<i>Hospital Play Worker</i>	Zoe Mak Wai-ki
<i>Hospital Play Specialist (I) (Unit in charge - Advocacy)</i>	Patience Lai Yan-yin	<i>Administration Assistant (Hospital Play)</i>	Monica Tsang Yee-sheung
<i>Hospital Play Specialist (I) (Unit in charge)</i>	Angel Shek Ka-ki		
<i>Hospital Play Specialist (I)</i>	Bessie Tsoi Hiu-tung		
<i>Hospital Play Specialist (I)</i>	Yolanda Wong Lok-yiu		
<i>Hospital Play Specialist (II)</i>	Cassy Chan Cheuk-wai		
<i>Hospital Play Specialist (II)</i>	Ellen Chan Wai-yee		
<i>Hospital Play Specialist (II)</i>	Jane Fok Wan-yu		
<i>Hospital Play Specialist (II)</i>	Cheryl Lo Ho-yee		
<i>Hospital Play Specialist (II)</i>	Julia Ng Wing-lam		
<i>Hospital Play Specialist (II)</i>	Tiffany Wong Kwan-ki		
<i>Hospital Play Specialist (II)</i>	Ning Yuen Sau-ning		
<i>Hospital Play Coordinator</i>	Cordelia Lee Sai-ning		

## Play and Playwork Development

<i>Manager (Play &amp; Playwork)</i>	Christy Cheung Wing-sze	<i>Senior Project Executive</i>	Amber Ngan Sui-yan
<i>Assistant Manager (Playful Parents)</i>	Flora Chan Yu-yan	<i>Senior Play Officer</i>	Phoebus Sze Hoi-shu
<i>Assistant Manager (Play &amp; Playwork)</i>	Min Sham Wai-cheuk	<i>Play Officer</i>	Iris Lee Yuen-ting
<i>Lead Project Coordinator</i>	Noel Kwok Chun-fong	<i>Play Officer</i>	Alice Wong Tsz-kwan
<i>Assistant Playwork Trainer</i>	Phoebe Hui Lai-chak	<i>Play Officer</i>	Gracia Wong Wai-sze
		<i>Play Worker</i>	Andy Chiu Chi-kit

## Play Environment

<i>Manager (Play Environment)</i>	Jacky Chan Wai-hin	<i>Project Officer - Advocacy (Play Environment)</i>	Angela Wong Hoi-ching
<i>Assistant Manager (Play Environment)</i>	Ernest Poon Tsz-hin	<i>Designer (Play Environment)</i>	Minnie Lai Chui-ting
<i>Senior Project Executive (Play Environment)</i>	David Cheng Ka-wai		

## Play in Library

<i>Lead Project Supervisor</i>	Vienna Yip Hiu-yee	<i>Play Officer</i>	Agnessa Lam Ching-sum
<i>Senior Play Officer</i>	Kirsten Cheng Wui-to	<i>Play Worker</i>	Cindy Ho Pui-kwan
<i>Senior Play Officer</i>	Lamanie Chou Lok-lam	<i>Play Worker</i>	Sam Ng Chi-sing
<i>Play Officer (In-charge)</i>	Mabel Ng Kei-wai	<i>Play Worker</i>	Alex Yau Tsz-wai

## PlayScope

<i>Center-in-charge (PlayScope)</i>	Keziah Tai Chau-yi	<i>Play Officer</i>	Erin Poon Chui-yee
<i>Play Officer</i>	Mandy Cho Man-man	<i>Centre Assistant</i>	Wo Hung Chui-wo

## Anne Marden Playright Academy

<i>Senior Project Executive (Anna Marden Playright Academy)</i>	Lesley Lau Tweety-lesley	<i>Operation Officer</i>	Kiu Wong Kiu-yin
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## Central Administration

<i>Assistant Manager (Corporate Communications)</i>	Rebecca Lee Po-lin	<i>IT Development Officer</i>	Peter Chan Hoi-ming
<i>Assistant Manager (Resources Development)</i>	Janice Sin Chung-ming	<i>HR and Admin Officer</i>	Roy Cheng Ho-tung
<i>Assistant Manager (HR, Admin &amp; IT)</i>	Jason Yau Chi-kit	<i>Administration Executive</i>	May Cheng Mei-yee
<i>Accounting Officer</i>	KK Au Kwok-keung	<i>Assistant Accounting Officer</i>	Elke Yang Siu-han

# 智樂playright

看 重 孩 子 看 得 起 遊 戲

VALUE CHILDREN VALUE PLAY

 香港柴灣樂民道3號F座18樓A室  
18A, Block F, 3 Lok Man Road,  
Chai Wan, HK

 2898 2922

 2898 4539

 [info@playright.org.hk](mailto:info@playright.org.hk)

[www.playright.org.hk](http://www.playright.org.hk)



 PlayrightHK | 查



 playrighthk | 查



 playrighthk | 查



 Playright Children's Play Association | 查



香港公益金  
THE COMMUNITY CHEST  
會員機構 MEMBER AGENCY