



ITP

LINK

The Newsletter for Members of the Institute of Training Professionals

培訓專業學會 第十一屆週年大會 (2006-2007) 會務報告 「培育敬業新一代, 訓練專業好人才。」

今年學會全賴各執行委員之努力不懈，進行會員問卷調查，走入學院認識學生會員，面對傳媒加強宣傳，全面地深化及擴闊了對各方面的接觸面，為本會建立更卓越之「專業形象」。現在，我謹代表執行委員會，總結過去一年的工作，呈交 2006-2007 年度之會務報告，如下：

1. 學會總經理

本會自 2005 年 12 月 5 日起，直至 2007 年 6 月 30 日，聘任周鎮煊博士為總經理以來，會務得以更有效地推廣及發展，本會對周博士盡心竭力之服務，深表謝忱。

2. 會員問卷調查

本會於 2007 年 3 月隨續會通知書及會員通訊附上「會員問卷調查」，目的是收集會員對參與本會之期望，及對未來所舉辦之活動的意見，大部份會員認為：

- a. 加入本會是為增進知識、建立社群網絡及參與專業活動；
- b. 希望本會多舉辦參觀活動、專業訓練及與中國內地或澳門進行交流活動。

3. 教育及培訓

本會曾於 2007 年 5 月擬開辦「培訓師培訓課程」《Train the Trainer》，唯因人數不足而取消。

4. 培訓新一代

- a. 本會今年再度贊助一項「培訓專業學會獎學金」《ITP Scholarship》予一位修讀「培訓及人力發展高級文憑課程」成績優異之學生，並獲香港專業教育學院青衣分校組合之邀請，於 2007 年 3 月 10 日參予其頒授儀式。
- b. 本會本年度從以上課程招收了一共 69 位學生會員，為了加深其對本會之認識，本會於 2007 年 4 月 18 日於摩利臣山分校進行經驗分享及學會簡介。

5. **參觀活動**

本會於本年度曾舉辦下列與培訓專業有關之參觀活動，參加者均獲益良多：

- a. 2007年2月24日：聯同香港人事管理協會之會員，參觀了「香港濕地公園資源及培訓中心」，了解招聘及培訓義工生態導賞員之情況，當天亦獲專業導賞員作嚮導，詳盡解說園內設施及景觀。是次活動出席人數共20人。
- b. 2007年4月27日：邀請香港專業教育學院摩利臣山分校之培訓及人力發展課程之師生參與，參觀了位於觀塘 APM 極具規模及設備完善之「東亞銀行培訓中心」，了解現時多元化之銀行業的培訓工作。是次活動出席人數共24人。
- c. 2007年6月8日：再邀請香港專業教育學院摩利臣山分校之培訓及人力發展課程之師生參與，與及聯同香港人事管理協會之會員，參觀了位於何文田之香港醫療輔助隊之總部，了解該隊極具挑戰性之培訓工作。是次出席人數共18人。

6. **康樂及聯誼活動**

- a. 2006年8月6日：曾擬舉辦「哥爾夫球同樂日」《Let's Try Golf》，因人數不足而取消。
- b. 2006年9月15日：假尖沙咀龍堡國際賓館舉行「黃昏歡樂時光」《Happy Hour Gathering》。
- c. 2006年10月22日：舉辦了一次「秋日遠足」《Autumn Hiking》，當天行程為乘坐昂坪360登山吊車，先往昂坪集古廣場，再途經寶蓮寺、心經簡林等大嶼山名勝，然後乘坐巴士往大澳午膳及閒逛，享受了一天悠閒寫意、身心舒暢的旅程。
- d. 2006年12月13日：再假尖沙咀龍堡國際賓館舉行「黃昏歡樂時光」《Happy Hour Gathering》。
- e. 2007年3月11日：舉辦了一次「新春遠足及船河」《Spring Hiking & Sea Cruise》，享受海陸郊遊之樂趣。

7. **會員通訊《The LINK》**

會員通訊分別於2006年7月、11月、2007年3月及6月出版了四期會員通訊。通訊除以電郵方式寄予各會員外，共同時上載於學會網站。

8. **對外宣傳**

本會於2007年4月接受《香港經濟日報》之訪問，介紹本會及分享現時培訓工作的情况，協助推動行業發展。

致謝

感激各委員，一如以往地為推動本會之發展，盡心竭力，功不可沒，我衷心地向各委員致謝，期望各委員來年亦同心協力，共同推動本會之會務，更加確立本會在業界之專業地位。最後，本人謹代表學會，多謝楊錦惠會計師多年來，為學會擔任義務核數師，謹此致謝！

會長

關祐發

2007年7月27日

‘Improving Hong Kong’s Human Capital’ goes much beyond schooling and craft-level training

By Mr. Sam Ying, FITP

How the Chief Executive may improve the human capital of our workforce, the Policy Speech 2007-08 does not seem to have addressed the issue totally.

The Chief Executive in his policy speech said that in order to do so, he would continue to raise the quality of education, spending up to 23% of the government’s budget to upgrade Hong Kong’s human capital. Along such line, he mentioned, among other things, about attracting talents to study in Hong Kong, the provision of twelve years of free education, the introduction of small class teaching, and increasing the graduate teachers’ ratios. About training provision at the workplace principally at craft-level, the Employee Retraining Board will relax its scope to cover those at ages 15 and above, and with an education level at sub-degree or below. The rest of the T&D work, as the Chief Executive said, is the social responsibility of the private enterprises.

It is true that some of these initiatives aim to optimize the demographic structure. But it is only part of his “job” to improve our human capital. Not long ago, when the other Chief Executive had advocated most strongly and promoted most aggressively the idea of life-long learning, the current policy speech has not detailed on the same subject.

With the huge volume of T&D work in the workplace, the Chief Executive may have neglected the supply of sufficient professionals to carry out training and development work. While the government supports teacher’s development and has a set of plans for it, there is no mention about the development of those employed in T&D. What kind of persons is supposed to carry out the huge volume of the training and development work at the workplace? What development do they need?

Who would take on the responsibility of carrying out T&D for those in the workplace and those who finish school? The current responsibility of workplace training and development is shouldered and carried out by business organizations that have the means and capabilities to do so. The Chief Executive said that this is the social responsibility of private enterprises. Is this policy good enough to upgrade Hong Kong’s human capital at the workplace?

We support life-long learning and workplace T&D as means to improve our demographic structure in Hong Kong. But we have concerns over the supply and quality of those involved as trainers. We also think that there is not sufficient government attention being given to trainers to carry out their T&D work.

Three years ago, the Institute had applied to the government’s Professional Service Development Assistance Scheme for the setting up of a qualifications framework for those working in the T&D field. The application had been rejected on the ground that T&D was not then considered as a profession. It may be true that government had, at that time, a different dictionary to define “professional” and “professional service”. But, today, in line with the government policy about upgrading our human capital, there must be some qualified persons to carry out this upgrading work properly and efficiently.

Upgrading of human capital is more than schooling and craft-level training. A much larger part of such work happens at the workplace. We recommend that the government supports workplace T&D. As such, we recommend setting up of a working party to examine practical means to upgrade human capital at the work place. Among other things, we recommend:

- a) To consider if there is a requirement for medium to large public and private organizations to employ specialists to carry out T&D work.
- b) The setting up of T&D resource centre for those employed in the T&D field.
- c) Similar to the Institute of Education, the setting up of a training centre for upgrading those employed in the T&D field.
- d) The professional recognition of those working in the T&D field, and the setting up of a qualification framework for such recognition.
- e) The funding for those, individuals and organizations, that have plans to improve human capital through workplace T&D.

ITP Visit to Auxiliary Medical Service (AMS)

By Tommy Choy FSMSM, BHS, GASI, FITP

On 8 June 2007, 18 ITP members and guests visited AMS HQs and their Training Centre and facilities. At the main entrance hall of the AMS HQs, Mr HO Tim-kam, Senior Operational and Training Officer (SOTO), Mr HO Ho-kam, Operational and Training Officer (OTO) greeted the ITP visiting team. Along side of the hall, they make use of some space to display the uniform and equipment used in the old days and also photos of major life saving events. Both officers explained to the visitors the display items. It was a good start and certainly impressive to visitors.

We were then invited to gather at their Officers' Mess where we met their Chief Staff Officer, Dr CHAN Yiu-wing, Staff Officer, Dr LUK Wai-hung, and some other SOTOs and OTOs. In welcoming the ITP visiting team, Dr CHAN spoke up in a strong, calm and clear voice: "Good afternoon ITP members, welcome to the AMS HQs. We would like to take this opportunity to provide you with some background information about AMS. We have arranged the activities for your visit into three parts. The first one is the introduction of our organization, vision, mission, performance pledge, roles and functions, establishment, operations, and training. The second one is a demonstration on patient care, and the third one is a tour around our training centre where you can see various ambulance vehicles and equipment. Finally, we will have a session for experience sharing and will answer any questions you may have." Dr CHAN expressed clearly the well-organized activities for our visit.

With the aid of a VCD show, Dr CHAN provided the basic information on their vision, mission, roles etc. In gist, AMS was formed in 1950 as one of the Essential Service Corps in providing invaluable supplementary medical service to the Hong Kong community. Presently they have more than 4400 volunteer members who are highly dedicated and committed to the worthwhile cause of saving lives and relieving pains for the people in need in Hong Kong, irrespective of their race, age or occupation. Most of the volunteer members are professionals including doctors and nurses.

Following the introduction session, we were led to their gymnasium where the demonstrations of patient care took place. In one case, the patient was unconscious. The AMS team carried out a thorough patient assessment. When they found that the patient had no breathing and pulse, they performed the Cardio Pulmonary Resuscitation (CPR) and conducted defibrillation with an automated defibrillator. They eventually saved the patient who regained heart beat. The team skillfully checked the patient's pulse, breathing and blood pressure, then provided normal saline to the patient by administering intravenous injection (IV). In the other case, the patient was suspected to have been suffering from spinal injury. The AMS team carefully examined the patient, applied cervical immobilizer and a pair of head immobilizing device. In moving the patient, the team used a spinal board with fastening straps for tightening the patient in position. On the whole, both teams displayed excellent knowledge, skill and caring in treating the patient. The demonstration fully reflected that AMS members were well trained and have been able to apply what they learned in training into real situations.

After viewing the demonstration, ITP members were guided to tour around the AMS training centre and with information of those training facilities given on the way. Thereafter, we were invited to attend a static display. On the display, there were town ambulance, ambulance motor-cycle, first-aid bicycle, and various types of ambulance equipment. They also set up an air shelter which was designed as a temporary accommodation for undergoing patient triage in case of multiple casualties incident. As shown on the display of equipment for disaster management, there were stretchers, wound-dressings, various bandages, oxygen units, entonox analgesic gas apparatus, IV set, automated defibrillators and many others. At the other side of their training centre, they have set up a simulated hospital ward for training volunteer nurses in caring patient admitted to hospital. In the ward, there were hospital beds, sideboard, oxygen unit and railing with curtain. The idea was thoughtful and the simulated ward was very practical and interesting.



Photo showing from left to right: Mr. Sunny Chan, Mr. Tommy Choy (Event Organizer), Dr. Chan Yiu-wing of AMS, Mr. Fred Kwan (ITP Chairman), and Dr. Denny Chow (GM ITP).

To conclude the visit, an experience sharing session was held. On behalf of ITP, our Chairman, Mr Fred KWAN thanked Dr CHAN for their hospitality and their effort in arranging the visit. Dr CHAN presented each visitor a package containing a VCD and a book about AMS, and requested

visitors to relay the spirit of AMS to other people with a view to appealing them to provide volunteer service to the community of Hong Kong. The visit was fruitful and meaningful. (ITP members may obtain more information about AMS online <www.ams.gov.hk>)

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## ITP Experience Sharing: “People Development Program” of Hong Yip Service Co., Ltd.

Hong Yip Service Company Ltd., the property management arm of Sun Hung Kai Properties Group, earlier this year won the Customer Relationship Excellence Award 2006 of the Asia Pacific Service Consortium. It is one of the largest property management companies in Hong Kong with high standing in the industry and has received numerous awards and commendations from many renowned organizations throughout these years.

ITP was fortunate to have invited Ms Cecilia Lam, Human Resources Manager of Hong Yip, to share with our members and guests her company’s experience in developing and implementing its award winning “People Development Program”, a comprehensive program designed for customer service staff.

Cecilia started off by stating the quality policy of her company: “We will deliver our premier services with supreme courtesy, managing all to the highest quality standards (服務至上，禮貌第一，優質管理，力臻完美).” The presentation covered the program rationale; objectives; the six stages of the program; achievements; and conclusions.

The **rationale** behind the program, according to Cecilia, was to align with Hong Yip’s quality policy as above-stated, making quality service a competitive edge of the company.

The **objectives** of the program are four-folded:

- Enhancement of property image and value
- Provision of value for services and facilities
- Improvement on customer service skills and quality
- Positioning as market leader

To ensure success, top management’s commitment is always important. That’s why in implementing the program the **first stage** of the six stages was to gain the

endorsement by top management. Mr. Alkin Kwong, Vice-Chairman & CEO of the company, who has been actively serving on training and manpower development consultative committees relating to the industry, readily rallied his support, laying a firm foundation for the program’s success.

Three kinds of activities were adopted to help identify the training needs, which is the **second stage** of the scheme. Monthly evaluation, service audit and annual surveys helped provide a broad-covering and representative picture of the overall staff performance. Manager’s visits to service sites provided first-hand impression and helped collect direct feedbacks from customers. Focus groups involving staff and customers yet help management capture otherwise unaware-of needs in open and free-form dialogues.

Through the above exercises, seven training areas were identified in **stage three**:

- Customer service
- Value added service
- Emergency/crisis handling
- Security measures
- Maintenance acquaintance
- Cleansing knowledge
- Building redecoration

**Stage four** of the program was Training Delivery. Besides using training workshops and field coaching, there were also program reinforcement and refresher activities arranged for the trainees.

Training without evaluation is never complete and we all know it well. By **stage five**, an integrated set of evaluation exercises was organized to find out the effectiveness of the program and to obtain information for the way forward. These included: performance evaluation on the apprentices; sending quality checking group to the various units; and making site visits and conducting surveys (by Hong Yip’s internal audit department). Moreover third parties’ assistance and input

were sought. The company commissioned the City University of Hong Kong to conduct management service opinion surveys to gauge customers' responses. Mystery customer surveys were carried out. And, as part of the company's quality management initiatives under the ISO 10002 system, customers' grievances were also captured through practicing the prescribed guidelines for complaints handling.

**Stage six** – reinforcement and refresher activities – rounded up the program. Reinforcement sessions were conducted at the Hong Kong Convention Centre. During annual dinners, rewards like the “Staff of the Year” were presented to the outstanding performers who had passed five rounds of screening processes for recognition and motivation purposes.

**Achievements** - Besides helping Hong Yip

*This experience sharing event was held in the training room of Hong Yip on October 4 Thursday in the evening. The event attracted around forty members, guests and managers of the Sun Hung Kai Property Group and other players in the property industry. Photos taken are available at the Photo Gallery of ITP website.*

winning awards in a row and continuously upholding and enhancing its market leadership, the company's dedication in people development further opens up new business opportunities. Recently Hong Yip' reputed in quality service won it a contract for provision of facility management service to a renowned group in the food and beverage industry with over 30 outlets in Hong Kong.

We are grateful for Hong Yip's management for its wisdom in sharing its valuable staff training experience with the Institute. The awards that Hong Yip won clearly demonstrate its commitment in delivering quality services to their customers as well as providing development opportunities for their staff. Hong Yip's experience certainly sets benchmarks for enlightened and far-sighted employers in Hong Kong.

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## ITP – Hiking in Fall 2007

It is timely in Fall to enjoy a leisurely walk and network with fellow training professionals at the famous and beautiful trail along the section 8 of Hong Kong Trail in Shek O Country Park. Starting from the footpath beside To Tei Wan pavilion on Shek O Road, the route goes up to Shek O Peak, thence to Big Wave Bay. Walking along the ridge top, you will have a stunning view over the sea, looking to Waglan Island, Tung Lung Chau, Tai Tam Bay, Shek O beach, etc.

### DETAILS:

Date : December 2, 2007 (Sunday)

Duration : 10:00 – 17:00 hours

Place of Assembly : Exit A3, Street level, Shau Kei Wan MTR Station.

Time of Assembly : 10:00 hours.

Route & Attractions:

- To Tei Wan (土地灣)

- Shek O Peak (打爛滯)
- Dragon's Back (龍脊)
- Pottinger Gap (馬塘坳)
- Big Wave Bay (大浪灣)

Distance and difficulty level: 8.5 Km, 3 hours walking. 1.5 star of a 5 star level.

Lunch and Tea: The team will take lunch/tea at Big Wave Bay / Shek O. All expenses will be on equal share basis.

Enquiry: Dr Denny Chow, GM ITP at Tel: 6100 0123, Mr. Tommy Choy, Organizer at Tel: 9038 1976.

Join us by filling the REPLY SLIP and fax to ITP Secretariat on or before Nov 26, 2007.

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To: Institute of Training Professionals

REPLY SLIP (Fax: 2309 2799)

Re: ITP – Hiking in Fall 2007 – December 2, 2007

Please enroll me/us for the captioned event.

Name/s of Member: \_\_\_\_\_

Contact Number: \_\_\_\_\_ Email: \_\_\_\_\_

Date: \_\_\_\_\_

*ITP LINK Editor : Sunny Chan*

**培訓專業學會**

**Web Site : [www.itp.org.hk](http://www.itp.org.hk)**

**INSTITUTE OF TRAINING PROFESSIONALS**

香港九龍亞皆老街 107 號皆旺商業大廈 2507 室

Rm. 2507, Richmond Commercial Building, 107 Argyle Street, Mongkok, Hong Kong.

Phone: 2393 3377 Fax: 2309 2799 [www.itp.org.hk](http://www.itp.org.hk) Email: [info@itp.org.hk](mailto:info@itp.org.hk)